

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVI

NEW YORK, SEPTEMBER 14, 1929

No. 11

## SEVEN STEADY SELLERS

### WAR

By Ludwig Renn  
5th big printing \$2.50

### THE LAUGHING QUEEN

By E. Barrington  
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### THE YOUNG MAY MOON

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**Emily Newell Blair**

*who begs us by wire to advance the publication date of*

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**RICH YOUNG MAN**

**By G. M. Attenborough**

(the story of Samela—a modern Cinderella—already a  
best-seller in England)

*so that she can review it in "Good Housekeeping" for October  
and then writes us:*

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BY SYLVIA THOMPSON

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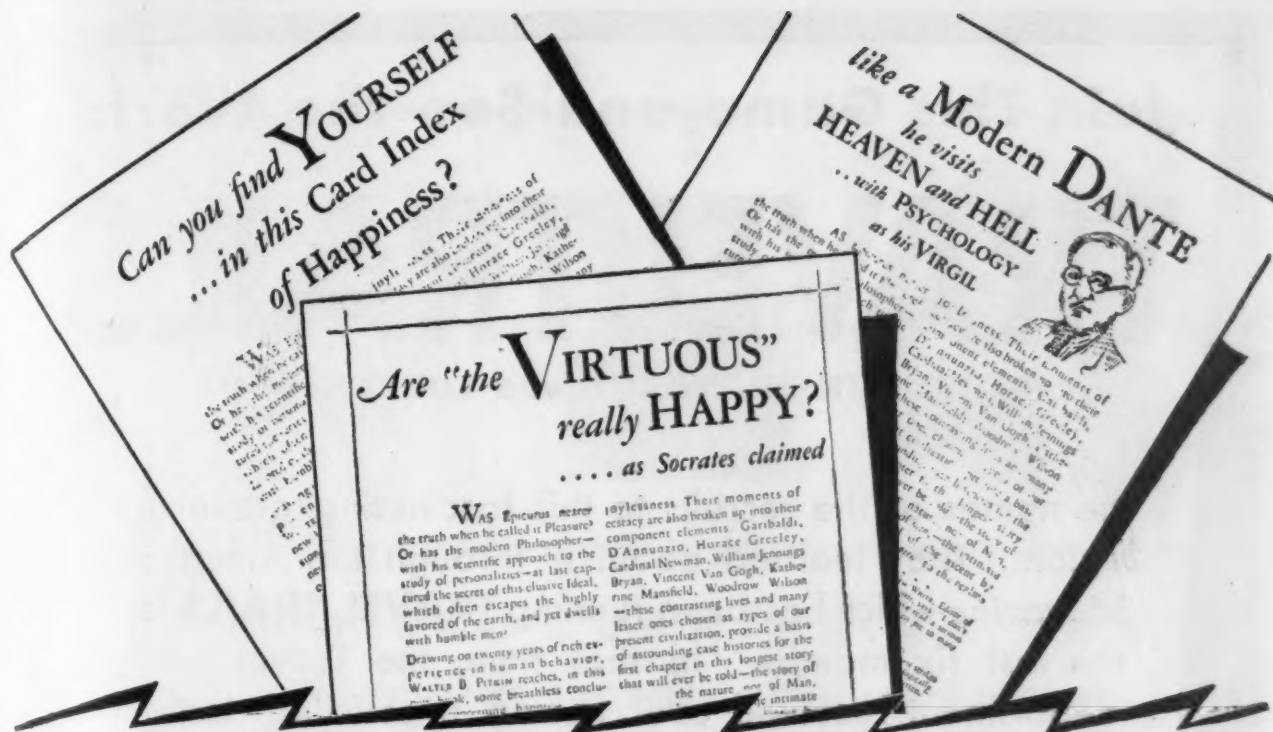
Boston

LITTLE, BROWN & COMPANY

Publishers

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## Ads that may\* start a NEW BEST SELLER on its way to Fame!

REMEMBER the first announcements of a little book called *The Art of Thinking*? What a delight for booksellers when it jumped into the Best Seller lists—and stayed there for 9 months! And do you remember the opening manifestoes for *The Story of Philosophy*—a “dark horse” that stayed in the race steadily for more than two years. Or for *The Cradle of the Deep*—a few of *The Inner Sanctum* “naturals” that are still going strong? . . . Hundreds of thousands of copies of these winners have been sold—because readers were never allowed to forget that they were titles “most in demand.”

*The Inner Sanctum* is going to try to do the same for its newest Potential Best Seller—*The Psychology of Happiness*, by PROFESSOR WALTER B. PITKIN. Another work in the “great tradi-

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*The Psychology of Happiness is priced at \$3.00*

# The PSYCHOLOGY OF HAPPINESS

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Look carefully at these animals, three out of hundreds that are described in this unique volume. Look more closely! Profits staring you in the face. Look at the book when it comes into your store; look at the advertising campaign when it begins on September 21; look at the satisfied customers who buy this book—and you'll discover profits in

# ANIMALS LOOKING AT YOU

by PAUL EIPPER

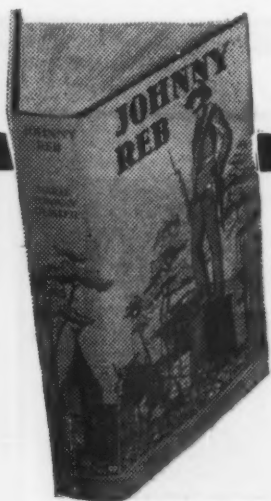
With 32 photographs by Hedda Walther

This volume is not alone for the legion of animal lovers but for everyone who cares for the unique in literature. Like *Bambi* it will be read by thousands who never opened an animal book before. In Germany it enjoyed a phenomenal sale. It is entertaining, educational, humorous, fascinating. It defies classification. Jacob Wassermann claims that "the world becomes clearer through reading it," Thomas Mann says "how much one learns, how it warms, touches and cheers one," Gerhart Hauptmann calls it "marvellous."

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Orders accompanied by this advertisement will be filled at traveller's discounts.

# The Prince of Wales

A BIOGRAPHY  
*By W. and L. Townsend*



September 14, 1929

1031



Prince  
Wales

# The Whirlwind

---

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On October 11th we will publish in an edition of 367 numbered copies **THE BAREFOOT SAINT**, by Stephen Vincent Benet. On August 22nd this edition was completely subscribed.

On October 25th we will publish in an edition of 501 numbered copies, of which 450 are for sale, **CURRIER & IVES: Printmakers to the American People**. On September 2nd this edition was also completely subscribed.

We announce these cheerful facts with due appreciation of the enthusiasm and enterprise of the booksellers, and we take this occasion to remind the Trade that we are publishing twelve other Limited and Special editions for the fall of 1929. The list is given on the opposite page, and we recommend that you place your initial orders well in advance of publication dates. We will be glad to furnish, on request, further particulars concerning those titles in which you are specially interested.

In sending your order please let us know the number of catalogues and imprinted prospectuses you will require. Address: The Department of Limited Editions, Doubleday, Doran & Company, Inc., Garden City, New York.



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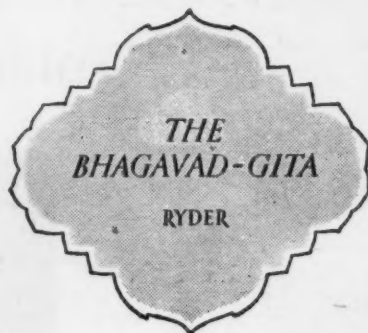
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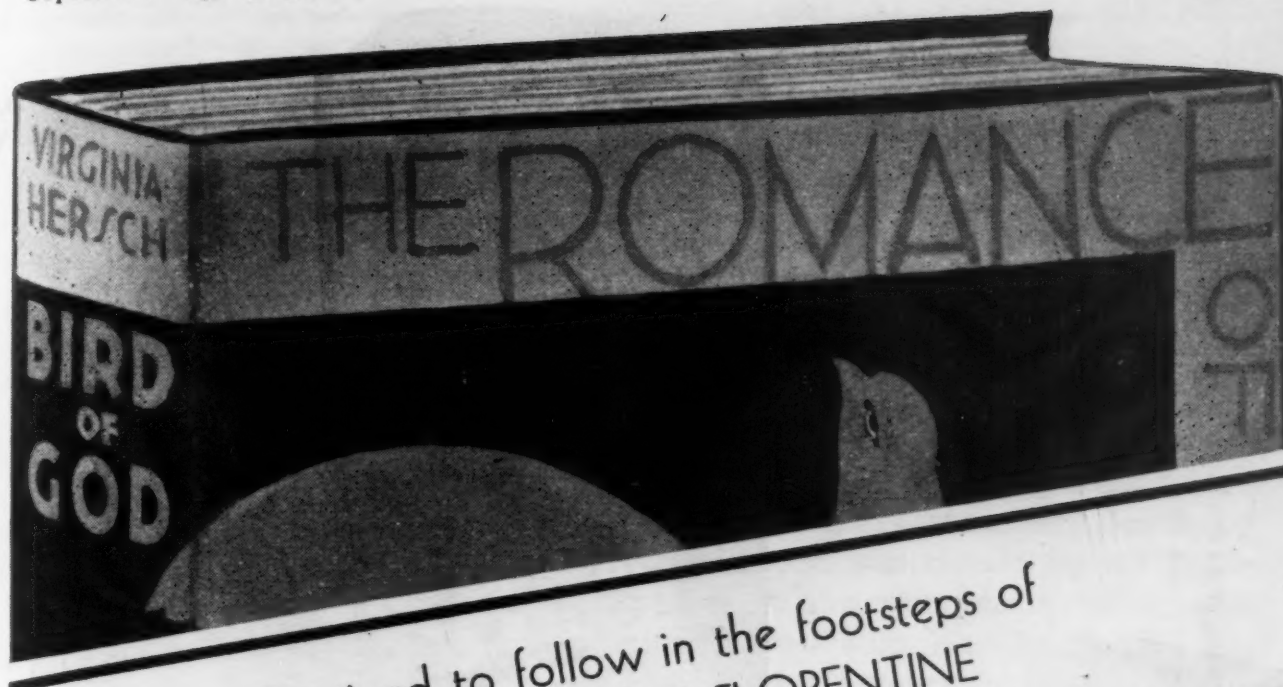


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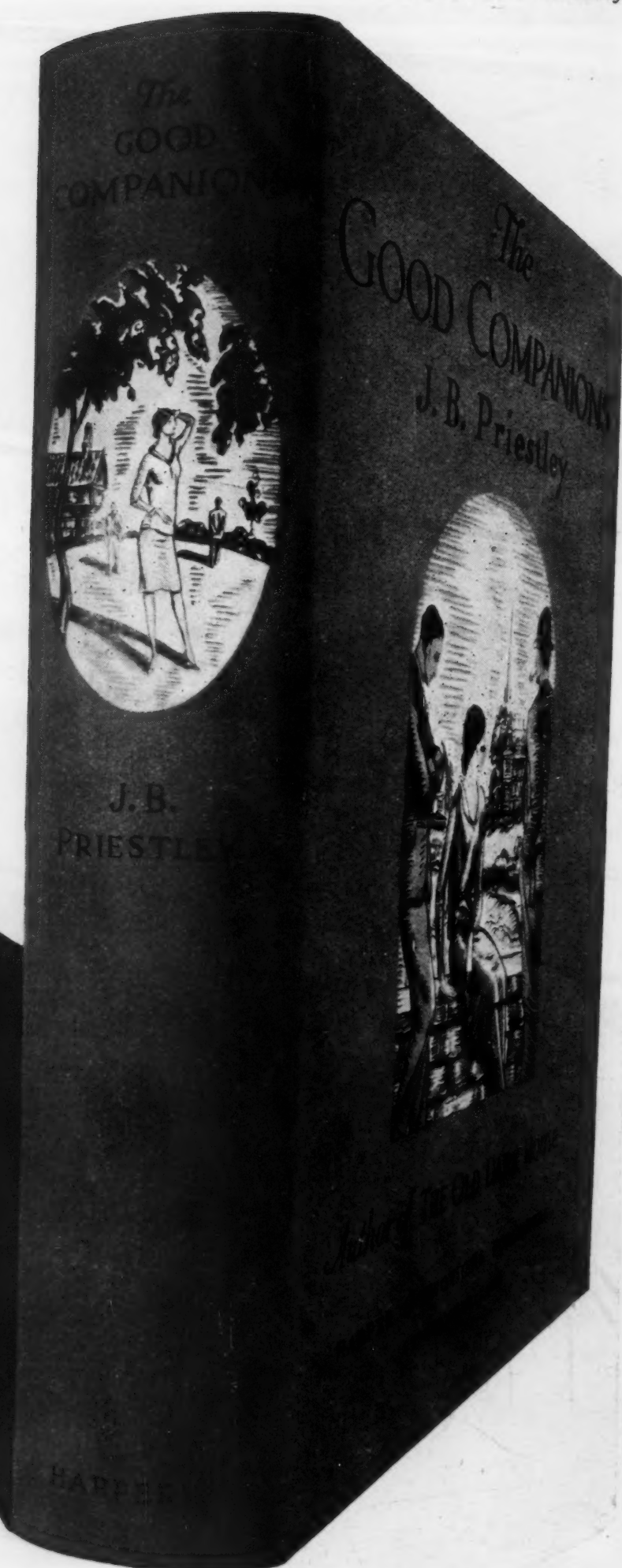
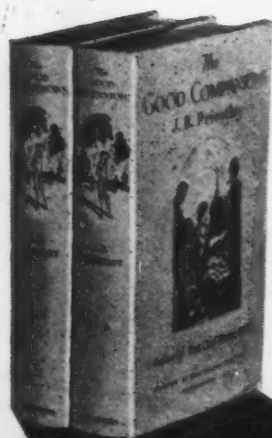
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The novel that was second choice in the Harper Prize Novel Contest, the novel to  
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Read this report from the Book-of-the-Month Club News: —

Priestley writes with gusto; like Dickens, he can give us a literary embodiment of animal spirits, and there is the same unflagging merriment that we found in *Pickwick*. It is not too much to say that we find here also something of the relish of life, the large sympathy, the keen insight and the delicate wit that is the glory of *Vanity Fair*.

There is not a dull line in the book; it has flavor, and we finish it delighting in the atmosphere of English hamlets swept by salt winds that can provide only a healthy tonic; of open roads and clear strong air (even if sometimes backstage in a village playhouse), sweet and crisp as an apple.

"It is held together by the mounting interest of the reader in people who

become as familiar as friends, and more amusing, more lovable, more pathetic, as one reads on. The very opposite of the Russian method, where nothing happens except to moods, it is rather a triumphant demonstration, it seems, that likable people and exciting, humorous experience can still be the subject of a good novel in which reality is surely touched."

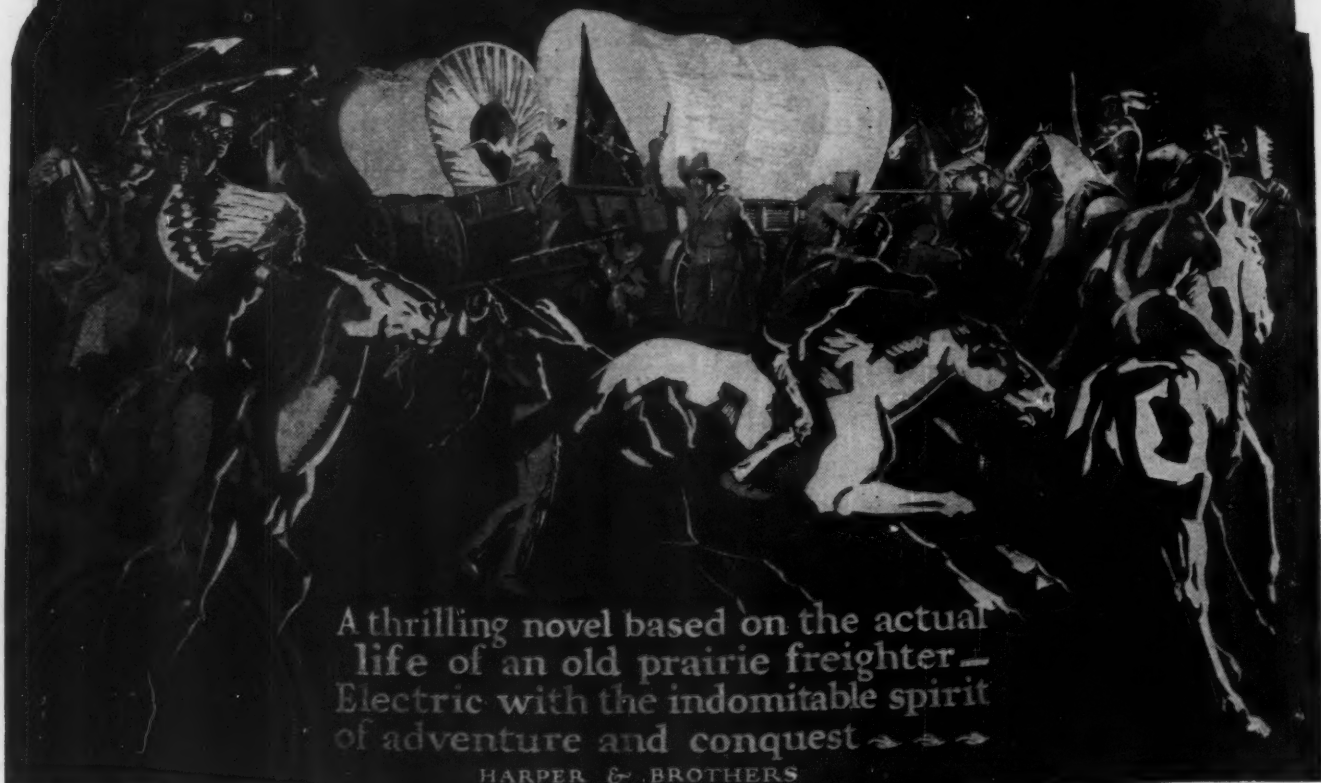
Rush your order now and prepare for your biggest fall sale. To be published October first.

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This brilliant new novel by the author of *The Woodcutter's House* and *The Bishop's Wife* will win for Robert Nathan a tremendous new public. Plans are now under way for an intensive promotion campaign which will develop for Robert Nathan this hitherto untouched market. Be sure to reserve enough stock of the first edition. The price is \$2.00.

BOBBS-MERRILL

**THERE IS  
ANOTHER  
HEAVEN**  
by Robert Nathan



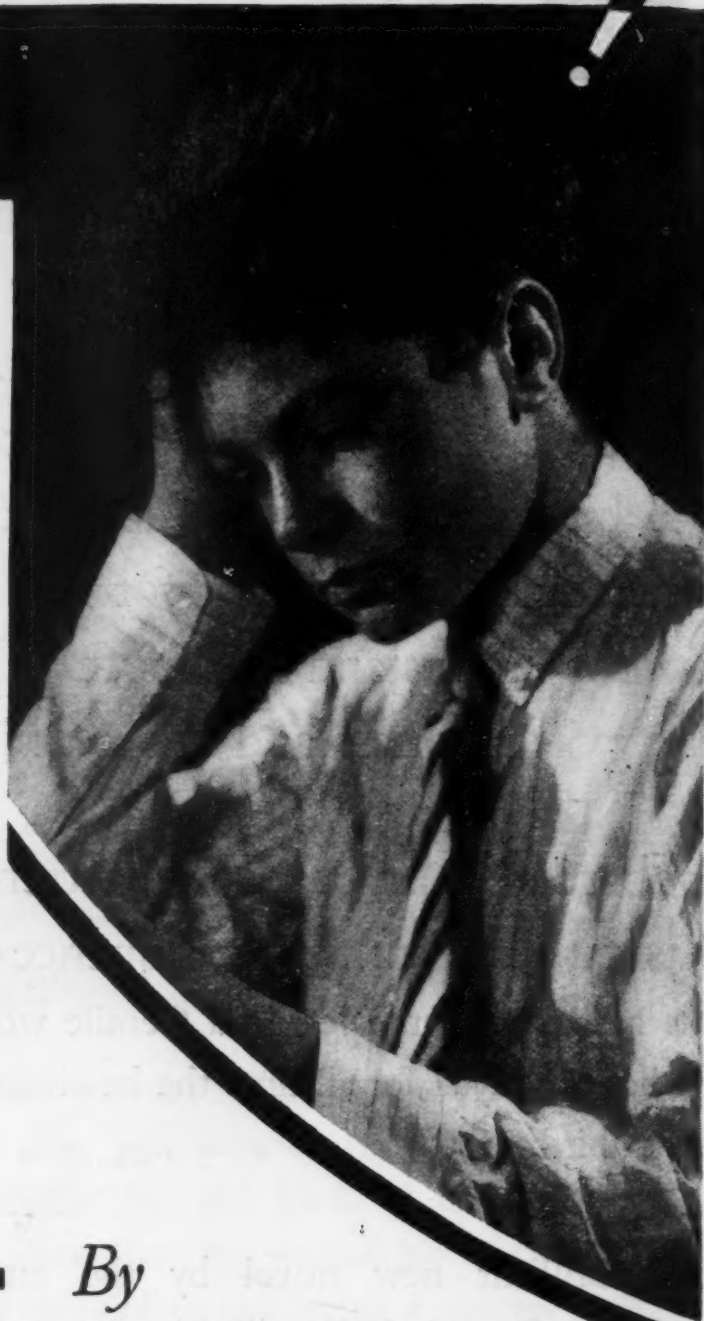
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By  
Hughes Mearns

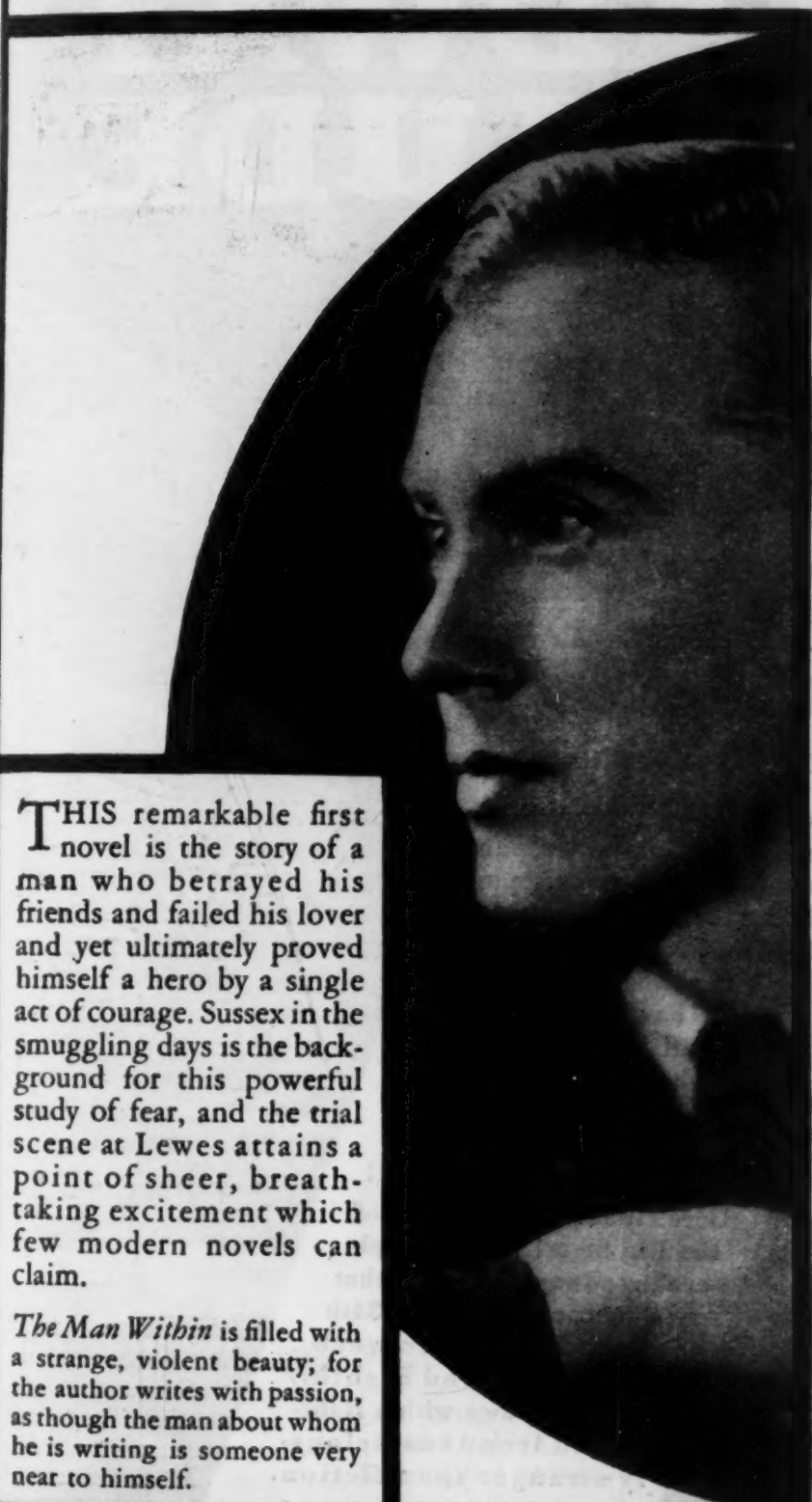


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**T**HIS remarkable first novel is the story of a man who betrayed his friends and failed his lover and yet ultimately proved himself a hero by a single act of courage. Sussex in the smuggling days is the background for this powerful study of fear, and the trial scene at Lewes attains a point of sheer, breathtaking excitement which few modern novels can claim.

*The Man Within* is filled with a strange, violent beauty; for the author writes with passion, as though the man about whom he is writing is someone very near to himself.

"A first novel of such perfect poise and accomplishment that one trembles for the future of the young author."

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"Will be the novel of the year." —*London Graphic*

"An astounding work—makes one eager to read its successor."

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"A genuine discovery."

—*J. B. Priestley,  
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**DOUBLEDAY, DORAN**

# THE MAN WITHIN

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Here's the sensational story of the Big Stem! These people are Broadway; the salt of that rich pasturage between 34th Street and 53rd; between Fifth Avenue and Eighth. They are drawn with a Rabelaisian irony suspiciously stranger than fiction.

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and

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from a page boy in a brothel to  
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How did you bridge the gap?’”

★ Taylor Gordon, internationally  
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Wrote the Forewords  
Publication Date  
Oct. 4th

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Sweetbacks, hotpots, zigaboos, Miss Anns  
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of Joy . . . and other exotic realities. . . .

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N

*THE PRINTING OF  
FINE LIMITED EDITIONS*

•

IT is usually a country press, nestled away in the heart of some mountain, which is selected for the printing of fine limited editions, where to the music of a sparkling waterfall the printer is inspired to greater and finer achievements, and for art's sake prints a book of beauty.

¶ Here in this teeming, sweltering city, to the music of the rumble of elevated trains we have manufactured fine limited editions that have been lauded by critics as the finest examples of the printer's art.\* And our only inspiration has been our will to produce really fine books.

¶ The same personnel will manufacture your regular trade books assuring you of the finest workmanship.

\* The majority of these editions have been designed by our Director of Typography, Mr. S. A. Jacobs, whose services are offered to publishers free of charge.

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## WHAT DOES IT MEAN—IF ANYTHING?

Just what does this word "service" mean—  
if anything?

It's the most overworked and abused word in the dictionary. It's been stripped of its last shred of respectability.

It means one thing to a waiter; another to a radio dealer, an automobile salesman, an insurance agent.

You can hardly buy an alarm clock, these days, without getting "service" thrown in.

/ / / / /

This organization, however, has a definite feeling of limitation in the use of the word as applied to advertising.

We believe that it is the function of an advertising agency to write copy that will sell (in the case of publishers) books. That's primary and paramount.

Our publishing clients know that, if they require it, we can take care of their entire promotional problems. We are daily executing complete plans of publicity and promotion. We design posters, we analyze markets, we develop sales angles.

But our chief job is copy—honest, forceful, human and as attractive as we can make it and as you will let us. If you are buying merchandising service, accounting service, typographic service or any other abstractions you are overlooking the central point of an agency's chief usefulness. And if your agency isn't writing copy that you can use—ask us.



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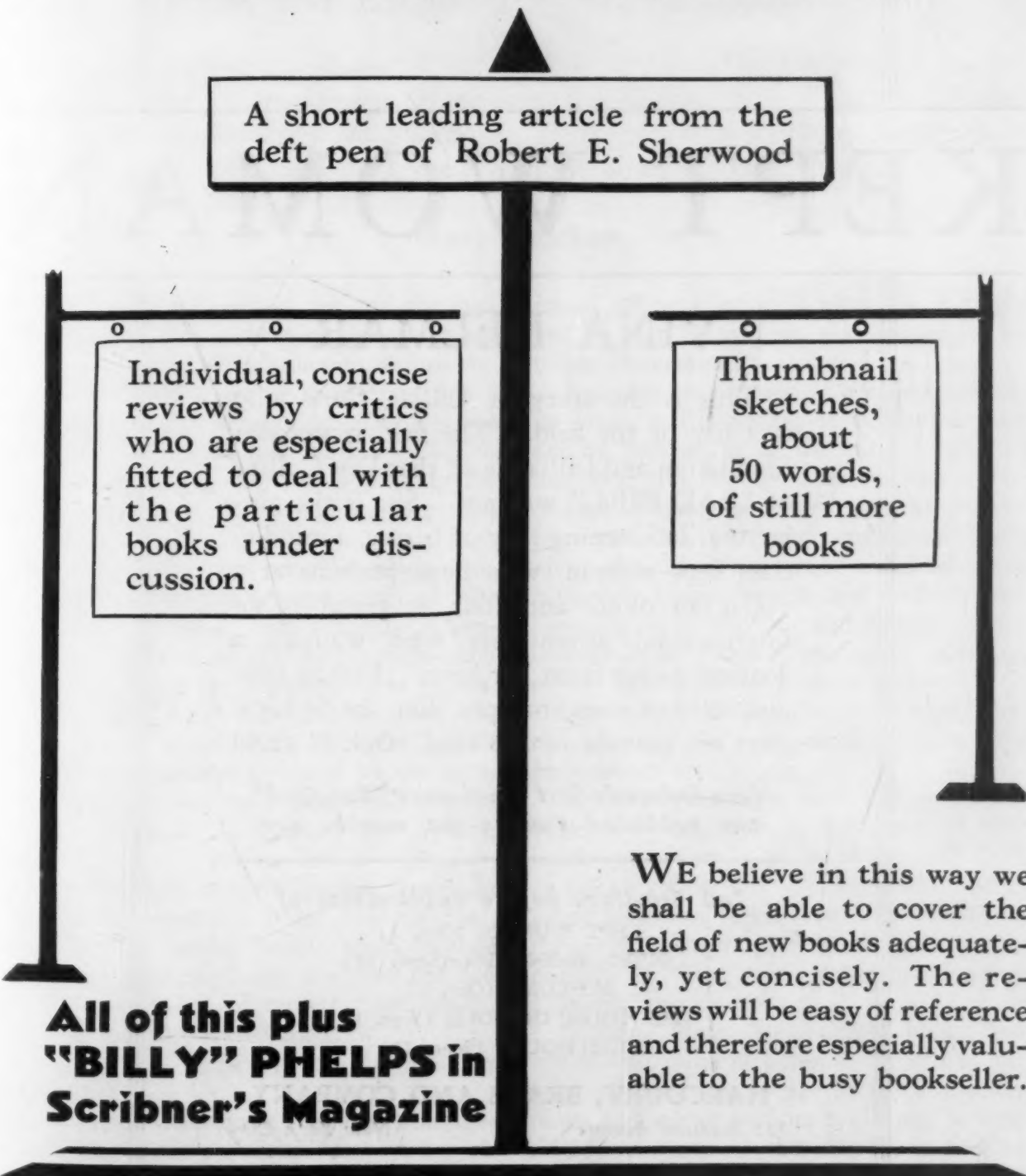
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 14, 1929

## Three Ounces of Publicity

(It Did Escape the Wastebasket)

*Dorothea Lawrance Mann Wrote Recently from the Receiver's Angle On the Art of Publicity, Reaching the Conclusion That the Bulk of Publicity Defeats Its Purpose. Miss Mackay Replies, Justifying Three Ounces of Miss Mann's Doomed Three Pounds*

Mary Mackay

VACATION behind me and the busy season of a publishing house in the throes of Fall production before me, I arrived (with a spring in my step and a gleam in my eye) at my desk at Stokes one fine morning in the first week of August, eager to be at my work of appraising the reading public of the comings, goings and doings of authors.

For inspiration and possibly reassurance, I picked up my copy (August 3rd) of *The Publishers' Weekly*, just arrived. Opening it, I glanced at the first article—and the gleam in my eye departed. The article, by Dorothea Lawrance Mann, bore the title "Three Pounds of Publicity," with this weighty caption followed by the question (how I hoped not intentionally rhetorical!): "Should It Escape the Wastebasket?"

With tremors of apprehension, I read in the opening sentence Miss Mann's challenge to "ask twelve people what they do with book publicity" and saw that she had the brutal answer of ten of them ready: "It goes into the wastebasket."

And so, as Briggs says, the day was utterly ruined.

With every line of the article, discouragement increased and the last paragraph

found me wondering if after all, it might not be best to take up that course in Interior Decorating!

A saving recollection of a random check-up made in the Spring on book-notes sent out by Stokes during the early months of this year fortunately averted that catastrophe. Faint hope stirred anew as the files were searched. Although our casual check-up on the actual number of notes used was extremely incomplete, it had seemed most encouraging at the time and would certainly bear looking into again, more carefully, in the light of Miss Mann's article.

Because our findings are very likely typical, although far from comprehensive, they seem worth reporting.

Returns from notes sent out on fifteen books were available as the result of that check-up. Here it must be stressed that, of course, since our clippings were taken solely from tear sheets sent us by the papers themselves, more newspapers undoubtedly reproduced these notes than those whose clippings we received.

Selecting from these fifteen books, ten which—although of undoubted merit in our eyes—are admittedly not in the best-seller ranks and whose authors could not be considered as "men of the hour," we find at

least one and sometimes all of the publicity notes sent out on them used in the newspapers of Boston, New York, San Francisco, Los Angeles, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Seattle and representative smaller towns and cities. Returns of notes used on the other five books are not included here because they were about authors of such prominence that their use was almost inevitable—as, for example, Louis Bromfield and his then forthcoming "Awake and Rehearse" and Sir Gilbert Parker and his "The Promised Land."

Of from one to five notes sent out on each of ten books, one hundred and fifty-one clippings from different newspapers were found—from leading papers as well as lesser ones in practically every part of the country—including the New York *Times* and Boston *Transcript*.

Of these one hundred and fifty-one clippings, one hundred and thirty-one—or nearly eighty-seven per cent—were what are classified as "personality notes" on authors. Only twenty-one clippings were simply announcements of either forthcoming books or contests. Of these one hundred and thirty-one personality notes, one hundred and seven—or about seventy-five per cent—were used verbatim. The balance were changed by the literary editor, a very few elaborated by small town papers (sometimes combining two notes); others considerably shortened.

However, in the case of every one of these one hundred and thirty-one notes, author and book—and publisher as well—were linked up in the first paragraph, so that use of the note combined for the literary editor announcement to his readers of recent or forthcoming publications with news or information about the author. For the publisher, it served the triple purpose of publication announcement, mention of his imprint and the publication of news or facts about the author. This seems particularly significant in view of Miss Mann's complaint of what seemed to her a common failure of the publicity writer to "tie up the author with his book." Since we feel sure that our book notes can hardly be different in this respect from those of other publishers, we cannot help feeling that Miss Mann's findings during the particular month of June contained exceptions to this

rule of tie-up between author and book, and are not really typical of the vast majority of book notes.

The *Transcript* and the *Times* are included in the one-hundred and fifty-one papers we cite. However, had they not carried one note on any of these ten books, surely representation on one hundred and forty-nine other book pages would be justification for those particular notes.

That so large a number of newspapers use personality notes indicates a very strong and widespread demand on the part of the public for that type of news. A perfect example of this interest of the average reader in the personality of the author is the following quotation from a letter to the editor of the New York *Telegram*, written by a reader signed M. B., in praise of Mary Rennels' column, "Behind the Backs of Books and Authors"—and printed in that very month of June:

"I find added pleasure in buying a book today because I know the author as well as the book. It must follow, therefore, that I buy more books and I suppose thousands of other readers are doing likewise."

Further proof of the demand on the part of the public for news of the author is the reiterated plea from literary editors, North, South, East and West, for that type of publicity material. Elrick B. Davis, of the Cleveland *Press*, in a recent visit to New York, explicitly asked for "more and more personality notes." At the luncheon given in New York for Howard Vincent O'Brien when he became literary editor of the Chicago *Daily News*, Mr. O'Brien stressed his urgent desire for personal items about authors rather than notes on their books. He said, in effect, that the reviews tell what is in the book; but that what is *news* to an editor—and what will help sell the book and author to the general public—is an item such as the breakfast food an author eats, his latest fad, foible or automobile accident. In other words—though Mr. O'Brien did not express it just this way—as far as the general public's interest is concerned, writers are akin to actors, athletes and other public persons. The great general reading public wants to feel a personal relation to them—know them as human beings, as well as in their remote and glamorous rôle of novelists and biographers.



Just the other day in our office, Gladys Baker, special correspondent on books and authors for the *Birmingham Press*, stressed the interest of their readers in even the most trivial news of an author's activities.

It is quite true that sometimes, alas, there is a "desperate effort" to discover something of interest in an author's life which may have a helpful effect on the sales of his book. Not all authors' lives yield such a rich vein of publicity possibilities as, for example, a Trader Horn or Joan Lowell. Yet the least promising of authors, from the publicity angle, may have written a book deserving the widest possible circle of readers. If left to chance, such a book will occasionally be acclaimed by the public but very often it will not. In any case, if that author can in some way be brought before the public, his book linked up with some item of interest to newspaper readers, the probability of its reaching a wider public is infinitely greater.

Such, at least, is the theory of publicity. Therefore, the "desperate effort" of the publicity writer in some cases. When this "desperate effort" becomes apparent in the book note, it deserves to be ignored by the literary editor as "merely a straining for an interest which does not actually exist." And there's the point, it seems to me—no matter how great the *sturm und drang* of the publicity writer (and literary editors, please believe, it is sometimes terrific!), his value lies in being able to sense which of the facts at his disposal will have the greatest news value—and to present that material in the most effective manner.

Therein lies the gist of the whole problem. First, what is news? (That has a vaguely familiar sound!) and second, what is the most effective way of presenting it?

The first question can, of course, be answered in as many ways as there are literary editors in the country. Miss Mann has shown that the *New York Times* and the *Boston Transcript* consider as news, chiefly prize contests, editorial changes, an important author's change of publisher

(which would hardly be of great interest to the *general* reading public,—which, believe it or not, scarcely knows one publisher from another)—and advance news of forthcoming books of importance. Neither paper, according to her survey in the month

of June, looks on the author himself as news, although they will suspend their policy in this respect for two exceptions—the man of the hour and the filler. The latter is usually an entertainingly written item whose only chance of being used, she believes, depends on the chance of an empty

space with nothing more important to fill it. A pretty slim chance, it would seem. That a large percentage of other papers do consider the author news in himself has been clearly shown, I believe.

What the publicity writer himself considers news is determined by his experience and by his understanding of what the literary editors want and will use. The logical assumption, naturally, is that the literary editors want what they find is of greatest interest to the readers of their columns. The literary editor's point of view, or in other words, the newspaper angle, is the first consideration of the publicity writer because the bulk of all book publicity is sent to newspapers, although, of course, a certain percentage of it is sent to individuals believed to have influence on book buying. All of it, however, (except purely trade matters sent to booksellers) is designed to interest the reading public. Since the greatest number of potential book buyers are presumably to be reached through the book pages of the daily press, book notes are written as nearly as possible in newspaper style, in the devout hope that they may be used on those pages. "As nearly as possible" may often be wide of the mark, but most publishing houses now endeavor to have as publicity writer, a former newspaper man or woman.

Publicity material is sent to booksellers in order that the dealer may see what is being done to help create an interest in and thereby a demand for books he may have

*THE publicity director at Stokes presents evidence to show that the efforts of her profession are not only far from fruitless but to a rather high degree effective. Then, she appends her statement with practical suggestions drawn from experience as well as from theory.*



in stock. It is sent also for the use he may make of such news in chatting with his customers. From letters received by our promotion manager, from booksellers throughout the country, we know that information about an author's personal activities helps the dealer to sell that author's book. Book talk makes book buying.

As to the second question, that of the most effective method of presenting book publicity, one cannot but agree with Miss Mann that appearance is important. Whatever can be done to relieve the psychological effect of dullness of appearance, most certainly should be done. The practicability of any uniform system of color variation, however, is doubtful. There are far less usable color combinations than there are publishers. Unfortunately, the suggestion that the same colored paper for juvenile book notes be always used offers really little help, since notes purely on juvenile books are not frequently sent. Were this system adopted by even a few publishers, it would be extremely difficult for the literary editor to remember over a period of months, which color was used by which publisher and for that matter, which color signified juvenile books only.

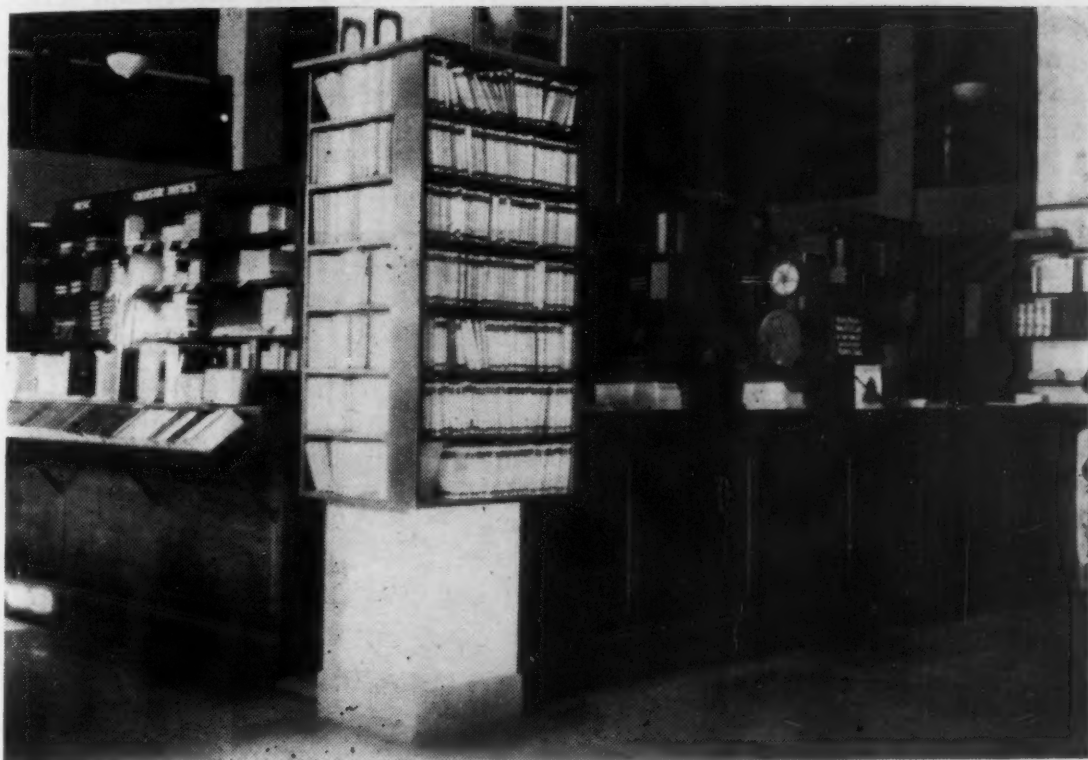
The suggestion that variety of form be given equal consideration with variety of substance is a constructive one, to be considered by all writers of book publicity. In this connection, the importance of newsy captions deserves mention. We have found that the use of titles or heads on the book notes page helps considerably in attracting the literary editor's attention. A caption serves as an eye-catcher and no doubt saves many a note from oblivion. Sometimes, even when the title is not especially good, it will stick in the reader's mind. In fact, it frequently happens that a book will be requested by a number of people giving a book note caption instead of the book's title. One instance of this in our experience was the title, "Having Her Cake and Eating It Too . . .?" which headed a note on Joanna Cannan's "Sheila Both-Ways." Weeks after that note had been sent out, and it must be confessed, forgotten, requests came in from metropolitan areas and from small towns for the book "Having Her Cake and Eating It Too." Another instance which comes to mind is Dorothy Graham's "The China Venture" which

was repeatedly referred to as "your book, 'The White Man's Invasion'"—that title having been used for a book note. "Less Sleep than Edison," a caption for a note on Wilbur C. Whitehead's "Contract Bridge Standards" caught the eye of a number of literary editors, apparently, for the note was rather widely used. Small town papers used that caption in bold face, above the note. The *New York Times* reprinted the note with a bit of sly humor in a last line of its own—quite a different practice of the *Times*, which is rather jolly for all concerned. These specific instances are given from our own experience because they serve to bear out Miss Mann's own opinion of the value of titles and because undoubtedly other publishers have had the same experience.

With regard to any differentiation between notes from metropolitan and notes for small town papers, it is not solely the element of economy which makes this inadvisable. With the exception of the "canned review," which is becoming almost obsolete, anyway, there are few notes which might not conceivably be of interest to the majority of metropolitan papers. Particularly if they are brief.

It becomes apparent that for the publicity writer to take upon himself the task of determining which notes to send where, would be utterly futile. As a matter of fact, the only conclusion which seems reasonably constructive, is for publishers to consider (from a purely utilitarian viewpoint) when sending out publicity:—Has it really a news angle? Is it in such form that it can be read with a minimum of effort? Are there sufficient margins and leading on the page to give the weary eye encouragement? Is it brief? Our findings prove that in the majority of cases, when these points are considered the notes are used. We believe that any check-up by other publishers would be equally if not more encouraging.

Our book note pages sent during three months, January, February and March, carrying notes on the books we have cited, as well as notes on other books, weighed exactly three ounces. If three ounces of publicity receive the attention of 151 literary editors—as our figures show—surely it would seem that the writer of book publicity need not fear the fate of the dodo.



*An interior view of the Associated Students' Store of the University of California*

## Troubles of a College Bookstore

Leona Fassett

MUCH has been said in previous articles about the splendid opportunities open to college bookstores, but little or nothing has been said of the bookstores to which these opportunities are denied, and of such is the Associated Students' Store of the University of California, whose prosaic but indispensable duty it is to provide the student with textbooks.

Now, it is not a joy to sell textbooks. Textbooks are not, as a rule, designed to inspire affection. Even the least discriminating booklover is seldom discovered reverently thumbing a text on land drainage. Nor does it require either salesmanship or advertising to sell them. They need not be carefully displayed so as to attract and hold the eye. However cunningly they may be hidden away, the student will come in and ask for them, will insist on having them, and will be profoundly dejected if you fail to produce them.

Textbooks, then, are a necessary evil, and

should be treated as such. To place them in a setting of oriental rugs and antique fireplaces is to disguise their true character. Nor did the architect who designed our store aim to be deceptive. In place of oriental rugs we have a cement floor over which students need not hesitate to track with muddy galoshes and dripping slickers. Our store was evidently designed, not as a "refuge" or "nook," but as a thoroughfare, and students have been seen to pass through without so much as troubling to lower their umbrellas. There is no comfort, no literary or "bookish" atmosphere, no invitation to browse. One can hardly pause for a moment without feeling that one is holding up traffic. One probably is, especially if one chooses the moments between classes in which to satisfy one's literary curiosity.

The store, as a whole, moreover, is by no means given over exclusively, or even primarily, it would seem, to the selling of books. Books are a necessary, but appar-



ently a secondary item in its equipment, and are hidden away as completely as possible, so as not to distract attention from the store's more important asset, the soda fountain. The book department itself occupies little more than a third of the floor space, the books themselves, for the most part, being concealed in stacks and sold over a counter when asked for.

It is not for nothing, however, that our store constitutes a main artery of campus traffic. Professors, as a rule, like to buy books, and despite, or perhaps because of their usually limited means, succumb weakly to any temptations placed in their way. Hence the phenomenal success of our "bargain tables," which are placed directly in their line of march to and from the Faculty Club. Here we have the edge on our rivals, not only because of our superior location, but also because we are reputedly reckless about reducing prices. This recklessness, however, is not due entirely to our desire to promote human happiness, but to our lack of storage and particularly display facilities.

Until very recently, in fact, only a side counter could be utilized for the display of a limited number of trade books, and even this had to be given over in part to various books of reference. But, in answer to years of prayer, the corner posts have lately been converted into bookcases, on which are displayed the more important of the popularly-priced series, including a complete stock of the Modern Library and selected titles from Everyman's Library, Oxford Standard Authors, Appleton's Dollar Library, and the Burt, Macmillan, Scrib-

ner's, Henry Holt, and Knopf series.

The "bargain tables" mentioned above are not, in fact, "tables" at all, but "book-racks on wheels," such as may be found in any corner drugstore. They are anachronistically called "tables" from the long wooden

tables which they were purchased to replace, as being more easily removed during periods of particular congestion. These "tables" are three in number. One is devoted entirely to dollar books, of which the Star Dollar Series deservedly enjoys the greatest popularity. The second "table" is devoted chiefly to specially-priced books,—discontinued texts, slightly shopworn trade books, and carefully selected "remainders." The third "table" is devoted to 50 cent and 25 cent "specials" and low-priced odds and ends.

The atmosphere of the store is distinctly informal and violates most of the rules of business

"etiquette." Since, however, the store is owned and managed by the students themselves, this informality is natural and appropriate. But this same student ownership is in one sense a real handicap, for the student engaged in a "business" is essentially a "practical" person, and while his enthusiasm as an individual is easily aroused in behalf of purely "ideal" aims, as a member of a "corporation" it is not so easily sustained where the chances of profit (other than cultural) are dubious. For innovations call for corresponding expenditures of campus funds, and there are so many activities which engross the student's attention and call for financial support that the needs of the book department are bound to appear trifling in comparison.



*The bargain tables are bookracks on wheels, three in number, one devoted entirely to dollar books*



Furthermore, since the book department is the one department in the store which is operated at a loss, it is only natural that it should be looked upon with less favor than the more "profitable" departments. The reasons for this loss need not be dwelt on here, as they are known to every bookseller in the country who deals in textbooks. They are bound up, of course, in the question of discounts and of return privileges on unsold stock.

It would seem, however, that, besides the unattractiveness of the material handled, there are difficulties in the ways and means of handling it, difficulties which so completely absorb the time of the conscientious book manager that he has little or no time left to devote to nobler aspirations. For with us it is not a question of supplying a few textbooks to a few students, but of supplying textbooks to meet the requirements of the largest student body in the country. A word might be said here of the technique employed in this work, though it probably differs in no respect from the technique employed by any other college bookstore.

At least two months before the opening of each college session (and the University of California has four,—the regular fall and spring semesters, and in addition a six weeks' intersession and a summer session), an order blank is mailed to each instructor with the request that he fill in the names of the texts he will require or recommend, the number of the last enrollment in each course, and the enrollment expected during the coming session. On this information the store is entirely dependent in placing its stock orders, but little more than half the instructors, on an average, respond to this first appeal, and a good many continue to ignore second, third, and even fourth appeals. There is always the professor who prefers to leave the question of textbooks in the hands of destiny rather than entrust

it to the college bookstore. But, while the college bookstore may slip up occasionally, it has so far, at least, preserved a cleaner record than destiny.

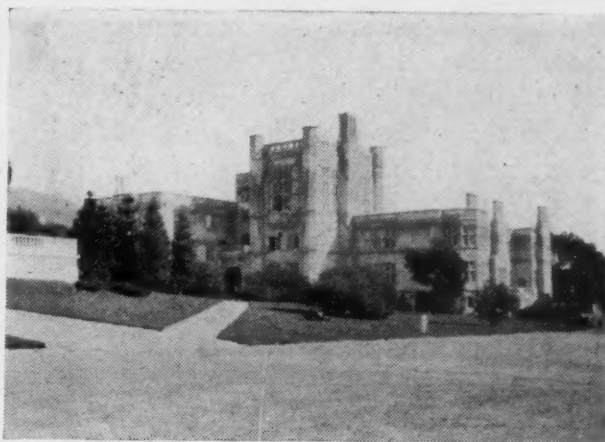
But, even when this information is forthcoming, there are further difficulties. For

one cannot trust the information given by the instructor. Classes may be very much larger or smaller than anticipated. An expected enrollment of 50 students may turn out to be 200, or vice versa. Also the number of years a text has been used must be taken into consideration, as on this depends the probable number of second-hand copies available, which is

always certain to affect appreciably the sale of new books; and there are no less than three second-hand bookshops within a block of the campus.

There are, then, the dangers of either overstocking or understocking, and if one seeks to avoid the one peril, one is almost certain to fall into the other.

The dangers of overstocking are, of course, universal dangers, common to all college bookstores. The dangers of understocking, on the other hand, are dangers peculiar to the college bookstore in the west. This is due to the location of practically all the large publishing houses in the eastern cities, and to the lack of adequate depositories on the west coast. If it were possible to obtain texts in sufficient quantities near at hand, the danger of understocking would cease to be the nightmare of western bookstores. Overstocking usually means, of course, financial loss, but understocking means financial loss in the end through the more serious loss of confidence on the part of students and instructors. Even here, however, with the proper cooperation of instructors, students, and publishers, these difficulties could be minimized. Books wired for promptly when the supply on hand is exhausted can usually be supplied within six or eight days,



*Stephen's Union Building, housing all the activities of the Associated Students. The store occupies the basement and part of the mezzanine floor*

and no serious inconvenience be felt. But the student himself is commonly the very last person to help us, and incidentally himself, in this crisis. He is vaguely resentful when he is assigned a text and finds himself unable to procure it, but there usually seems to be nothing he can do about it except to curse fate—and the college bookstore. Some students will even put off ordering a text until almost the eve of an examination, and then they are hurt and astounded to discover that it may take at least a week to procure one.

Again, even the most ardently efficient and inspired bookseller cannot guard against the carelessness or indifference of the publishing houses. Orders are misplaced or lost, instructions not carried out, packages misaddressed. It is interesting to note, for example, how many publishers are under the impression, despite the printing on our letterheads, that the University of California is located at Los Angeles! And countless are the "freak" accidents which are only too likely to befall our orders

after they have left our hands. Thus it will be seen that all the efficiency in the world on one end of a transaction will not guarantee efficiency on the other. But in every case the college bookstore gets the blame. Not that it does not often deserve the blame, but there are very apt to be "extenuating circumstances."

A word may be said in closing about the manager of our book department, Mr. Downes. Mr. Downes has served as manager of the book department for fifteen years, but his troubles have never succeeded in souring his disposition. Though his letters to the "trade" are apt to be sarcastic, and even explosive, when accidents befall his orders, to those who know him personally he is the soul of tact, is a willing and efficient buffer between his clerks and the public, and there lives not the wrath that can withstand his soft answer. He is, moreover, the typical bookseller, and without him the store would lose whatever claim it may have to a "bookish" and literary atmosphere.

## The Children's Book Department

Mable Arundel Harris

### III

#### Promotional Activities

**T**HE community is the individual in multiples. Just as the individual desires whatever he believes will make him and his happy, so does the community. One of the first steps in selling is to attract attention to the article to be sold; the next is to arouse interest in it; the third is to create a desire for ownership. Successful promotional activity accomplishes these three steps. The field is extended. Instead of a pre-approach to the individual, the pre-approach is made to the entire community. In the case of the children's book department the promotional efforts picture the joy children find in books, the benefits that are theirs through reading, the value of books in making happy children and in building for good citizenship. The indi-

vidual is shown a way to happiness; the community, the value of the enterprise in bettering and making more pleasant the social life of the group.

Successful promotion draws people to the source of it. A store with a successful constructive promotional program draws new customers and, if the store backs it up with a sincere standard of service, it holds old customers. It builds from infancy future customers and friends.

#### The Promotional Program

The promotional program consists of both direct and of indirect advertising and publicity. Since the usual amount which may be spent in the development of the entire promotional program is estimated at



2% of the total annual sales, there is a nice problem as to how this 2% can be used to the best advantage. It isn't very much at best. How can it be spent? What proportion of the 2% may be spent on direct and what on indirect advertising? Which kind of advertising brings the best returns?

The N. A. B. P. and the A. B. A. have been working since 1920 on a Year-Round Bookselling Campaign and they have amassed a great deal of valuable information. This pooled experience is made available to the bookseller through the bi-monthly Year-Round Bookselling News and through other publications of the N.A.B.P. "Book Shop Accounts and Records," by Cedric R. Crowell, and "Bookshop Advertising, Publicity and Window Display," by John T. Hotchkiss, are particularly helpful pamphlets. These, together with other practical pamphlets on the various phases of bookselling, and with posters, cards, window and store signs, streamers, book bands, and other advertising aids, are furnished free of cost or, in some instances, at cost to the members of the organization.

#### Direct Advertising

Letters, because they are a direct appeal to a possible purchaser, and other forms of advertising sent by mail, are considered direct advertising.

Good letters are invaluable. Poor letters are a waste of time, stamps and paper. Courses are taught on the way to write a good selling letter and a number of books on the subject are on the market. *The Mail Bag*, among other trade publications, carries frequent articles about the selling letter.

Most authorities agree that the letter which "gets across" is written from the reader's point of view. It begins by picturing something that the reader wants. It makes him aware that he wants it; the letter gives him source of supply. He learns from it that there is someone ready to make it easy for him to satisfy his desire. The letter ends with a "punch" to help the reader make up his mind and to decide to buy then and there. In other words, the good selling letter is simply a concise and good selling talk on paper. We are furthermore told that letters should be short; that

they should be worded in the language the recipient will understand; that they should be attractive in set-up, and that most important, the first sentence is the "key" sentence and should at once arrest the reader's attention. We are advised to avoid sentimentality and to be direct in appeal.

These principles are as true in letters to children as they are in letters to their parents, to their teachers or to their camp directors and guardians. Analysis will show that the following letter sent by the J. K. Gill Co., of Portland, Ore., to the mothers of their young customers illustrates the above points:—

Mrs. Ralph De Long,  
Hunt's Point Lodge,  
Portland, Ore.

Dear Mrs. De Long:

What do your children do on rainy days? Do they fret and fuss? Then on sunny days do they sometimes play too hard and come in all tired out?

Children need active play but they also need quiet. Are you making their quiet times building times—moments of mental and spiritual development?

Have they learned to want to read?

Give them books they can understand and enjoy. Take such a supply of books along with you on your vacation. Your children will come home mentally as well as physically rested.

We will gladly help you select the books for your child. There are many excellent cheaper editions that are just right for beach and mountain use.

If you haven't left the city, drop in before you start and let us serve you. If you've already gone, write and tell us your particular requirements and we will send you lists of carefully checked books. "Not just a book but the *right* book" is our ideal of service.

Very truly yours,

THE J. K. GILL CO.  
Boys' and Girls' Own Book Shop.

This letter was sent to a picked list of boys between ten and sixteen and brought good results:

Dear Friend,

If you are going to camp let us give you a tip. Take along adventure yarns.



There's sure to be a rainy day and, anyway, what's more pleasant after a swim or a hike (and *after* the eats) than a lazy hour with a good story?

If you are going to stay home this summer you will probably want beside the adventure books, a book or so on your favorite hobby. Perhaps you like to whittle and make things? Or are you interested in chemical experiment? Or do you collect stamps, chase bugs, watch birds, play tennis, golf,—anyway, whatever your hobby is, have you the latest and most authoritative book on the subject?

Look over the enclosed list of books. We recommend them. If you can, come in and make your selection from the shelves. If you have left for camp, check the titles you want and we will mail you the books at once.

We hope you are going to have a dandy summer. Be sure to come in and see us when you return.

Sincerely yours,

The telephone is also regarded as a means of direct advertising. The Telephone Selling Service recently established in Burger-Phillips Department store in Birmingham, according to an article in the October 27th, 1928, *Dry Goods Economist* found the story must be told in *less than thirty seconds* to get results. This firm checked charge customers against the 'phone book and used card forms ruled off in columns giving space for the customer's name, address, phone number, date of call, information received about call, (no answer, call again), and whether 'phone call resulted in a sale.

In building up a card index list it is wise to ask some question about the 'phone and to note it. Some persons regard a telephone call as an intrusion. It is quite inconvenient for others to answer the telephone at certain hours. Better determine before making the call. Merchants who have successfully used the telephone in selling emphasize the need for "smiling" voices, good enunciation, imagination, and the ability to make concise yet colorful statements.

#### INDIRECT ADVERTISING

##### Newspaper

The most popular medium for advertising is through the newspapers but the

amount available from the 2% appropriation of the beginning children's book department is so comparatively small it would be speedily melted to nothing unless it were handled by an advertising genius.

##### What to Advertise

There will be, of course, some newspaper advertisements. The children's book-seller must analyze the situation and decide what it is, in each advertisement that she wants to sell. Is it the individual titles of the books? The prices of children's books; the benefit children receive from reading books; the value of certain books to children; the idea of building home libraries; or the particular service offered by the children's book department? It is possible that she will make each one of these appeals upon different occasions.

It is interesting to note that many of the progressive retailers spend the greater portion, if not all of their appropriation, for newspaper advertising in getting *people into the store*. The advertising message is institutional; the mention of merchandise more or less incidental. Marshall Field and Company frequently run full pages of advertising in which is mentioned not a single price, and sometimes not a specific item of merchandise. They tell the story of the store or of some feature of the organization. In other words, the progressive merchant believes that the function of selling belongs to the salesman; that the function of advertising is to make people receptive and to draw them into the establishment.

##### When to Advertise

A tentative budget covering the entire year and apportioning the approximate amount available for both types of advertising should be made but not necessarily adhered to. It should be flexible enough to meet unexpected conditions.

Most merchants advertise most heavily in the heaviest buying season. It would be an interesting experiment to reverse this and to advertise most heavily in the seasons when the store most needed an increase in sales and to trust to the cumulative effect of such advertisements and the natural disposition of the public to buy during the holiday season where they have been given good service throughout the year. Let it

be clearly understood that this is merely a question which is raised and that it is not an advised policy. Precaution suggests that the beginning children's book department follow example.

#### To Prepare the Copy

In the larger establishments there is an advertising manager and a staff, but in the smaller stores the children's bookseller must to a large extent be her own advertising "man." In any event she should be conversant with some of the rules for setting up effective advertisements.

Advertising authorities agree that the copy should be prepared early. It should be planned and written at least a month in advance. A week before it is to be used it should be carefully reconsidered.

The Art Critic Page of the *Dry Goods Economist* frequently carries the following analysis of drygoods advertisements which can be used to advantage by the children's bookseller.

1. Copy—Does it describe the goods clearly?
2. Layout—Is it attractive and sensible?
3. Display—Does it fit the goods and the space?
4. Space and Cuts—Are they skillfully managed?
5. Merchandising—Do items and prices fit your trade; are they seasonable?

#### The Problem of the School Paper, the Small Sheet, Theater Programs, etc.

The general attitude among the trade is "don't." The 2% won't last very long helping to carry small papers no matter how worthwhile these may be. It seems better, unless the circumstances are quite unusual, to assign a certain percentage of the total sales to charity or to the support of such enterprises. The advertising fund is small enough. It should not be dissipated. The children's book department should not have to *buy* good will. There is, too, another way of handling the situation. These enthusiastic advertising managers of school papers and small sheets are usually inexperienced and do not realize that they are in fact using a species of blackmail to get copy from the merchant. Very frequently they represent a civic or a social betterment body and they have a social point of view. They may be made to

see that the book department is already a large contributor to the community welfare. It might be that the children's bookseller and the publicity agent of the small sheet can devise a plan wherein the book department may contribute an equally desirable support in ways that will not tax its advertising fund and will be of mutual benefit. Since plans by which the book department may work with groups will be discussed more fully later on in these pages we will go on now to

#### Signs

He who runs usually doesn't read. If he does he gets anything but the simplest message confused. Each word should be significant.

Permanent signs such as the street sign, the signs lettered on the windows or at the entrance to the department, should carry the spirit of the place in their design. They need not necessarily be exaggerated and self-conscious, but they should express the friendliness of the department. Even if they are gay they should be dignified.

The signs used as window cards, table display cards, or on occasion in street cars, or as banners on trucks and delivery cars, may emphasize the message of the moment above the institutional appeal. Table cards should be uniform in size and of the same color. Most merchants change the color of the cards every season.

The rule is the same for any sign. The message should be simple and direct; as short as possible; the letters readable; the colors pleasing and the sign fresh and clean, and the whole sign attractive and arresting to the eye. Dog-eared signs should *never* be used.

#### Trade Marks

The trade mark is to the book department what the colophon is to the publisher. As with the slogan it should be carefully chosen and once chosen used on every possible occasion. It should appear on the signs, on the stationery, on bags, dodgers, and on a label to be pasted inside of every book sold. Children delight in color and a trade mark for a children's book department should be warm in tone. It should suggest the theme stressed by the book department.

(Continued in next week's issue)

# The Bookseller and the Bookstore

*Store Practice for French Bookshops*

Gaston Zelger

*From the "Manuel d'Édition et de Librairie"*

THE rôle of bookseller, as has been pointed out in the first part of this work, is much less simple than is generally imagined. In the eyes of many uninformed persons, the bookseller practises the easiest and pleasantest of professions, since all he does is to sell, without risking anything, objects plainly price-marked which he can amuse himself by reading in his moments of leisure. This conception is the farthest possible from the truth. For this reason it is to be regretted that persons without the qualities necessary to make a 'good bookseller should be attracted to this profession. A love of books is not in itself a proof of ability to sell them. The first quality needed is business sense. Because he is selling products of thought, the bookseller should not be lacking in whatever goes to make a good business man: that is, above all, order, system, and energy. Everyone without these traits should be dissuaded from this profession. The second quality is a good general culture, a great facility for assimilating knowledge, and a lively curiosity. One does not need to be a great scholar, but one should have some idea of what is going on in the intellectual and scientific world. If it is not necessary to be able to explain the theories of Einstein, at least it is well not to be entirely ignorant of the problems which they raise. Besides all this it is necessary to know the principal authors of ancient, modern and contemporary literature, and especially to know by whom they are published. This requires a good memory. To aid this, the use of bibliographical and reference material must be understood. Finally, the bookseller must be familiar with the rather complicated rules and customs of his profession, and must have a smattering of knowledge about the making of a book: that is, he must be able to recognize papers, formats, types of illustrations, bindings, etc. Indeed

he will be called upon frequently to instruct his customers; and he will be better able to make them appreciate the mechanical excellence of a book if he can realize it himself. Indeed it is needless to exaggerate the difficulties of the book business. Any man or woman with a trained mind, who will be naturally energetic and methodical, may develop quickly into a good bookseller if he (or she) can be initiated into the trade before branching out alone. An apprenticeship with a bookseller, preferably in a small city where the retail business is less specialized, will be the best kind of preparation. An excellent training for a young man may be obtained with a jobber. Lastly, professional teaching will be stimulating to all who do the day's assignments conscientiously. Bookselling is a real calling, and a love of his profession is, for the bookseller, the true way of making that calling productive.

The bookselling profession has, apart from its advantages on the intellectual side, many difficulties on the material side which should not be minimized. There is a vast amount of detail in it which is unknown in most businesses. There is not much relaxation possible for a conscientious bookseller between the customers whom he must meet and help, the stock to be checked, the references to be verified, the orders to be sent to the publishers, the shipments to be collected, returns to be made ready, etc.

Other less difficult professions are more profitable, but it is undeniable that the booktrade has attractions that more than make up for the drawbacks. Since the war, it is stated that book-buyers have increased considerably in numbers. This has resulted in augmented sales for booksellers already established, but also in the growth of a large number of new bookstores. Some of these have been short-lived but others have



been able to survive, thanks to the character of the founders. It is worthy of comment that many women have entered this hitherto exclusively masculine profession.

One of the rulings made by the "Syndicat" for a bookseller to be recognized as such is the obligation to have a store open to the public. There is of course nothing in this to prevent having a bookstore on a second floor of a building, but it will be preferable to have it on the street floor, if the owner wishes to take advantage of the passers-by who may be attracted by a pleasing window. The busiest side of the street is naturally the most recommended; nevertheless the exposure of the store is important. The sunny side of the street is inadvisable, if it is possible to avoid it, by reason of the too strong light which fades covers and binding of books displayed there, and makes necessary the use of shades, curtains or awnings which tend to darken the shop. The part of town where there is the most passing is preferable; although a bookshop must be well-patronized even in a quiet district, the bookseller must depend upon transient customers as well as upon regular ones, whose number is, of course, limited. A corner store is always desirable, for the windows are more in evidence and better for display. There should always be room enough for shelves sufficient to hold an adequate stock. In a small store, the bookseller soon feels crowded, and he is tempted not to stock many books which he might sell if he tried. Any space used for a book-store ought to include at least two rooms, one for the store itself, and the other for a work room. There should also be available, at least in small-town bookstores, a basement room or storage shed to

be used for boxes and packing material.

The arrangement of the store should serve a double purpose: to house and display as many books as possible, and at the same time to make the place attractive and convenient for customers who want to pick out and examine books before buying them. The disposition of the books should be carefully planned with a view to their easy accessibility. Customers do not enter bookshops knowing exactly what they want. Their wish to look about them must be satisfied, while at the same time they are aided in their searchings by wise management. It is impossible in a manual of this kind to give exact rules for the installation of a bookshop. The available places differ too much, just as business conditions differ. Only general directions, therefore, will be given, which will apply especially to a

store of some size and importance, although it may contain suggestions useful to smaller or larger ones.

The retail store should have shelves around the walls, and display cases and tables in the middle. The shelves ought theoretically to go to the ceiling. Nevertheless, if the room is too high, they may stop short of this so as not to oblige the use of too tall ladders. Besides, if the height permits, it is far preferable to run a balcony all around the store; the higher parts will then be easy of access, and all loss of space will be avoided. In this case there will be no need of using ladders, and all the shelves, those under the balcony and those above it, will be within reaching distance. The depth of the shelving depends on the size of the store. If the place is rather small, they should be as shallow as possible, so as not to make the room look

### *The Literature of Bookselling*

*THE booktrade of Europe is supplied with an extensive literature on its own methods and organization, on the manufacture of books and their distribution. A few years ago we received from Copenhagen an admirable volume of this type, "Bogen: Dens Historie, Fremstilling Og Udbredelse," a large illustrated book covering the broad interests of publishing and bookselling, and recently there comes from Payot, the Paris publisher, a four hundred page "Manual for Publishers and Booksellers" full of practical information on book-making, publicity and selling methods, valuable for study and comparison by the booksellers of this country. A few pages are here translated for American readers.*

cramped. In this case a depth of about eight inches will be enough to hold almost all formats, and at the same time allow circulation of air between the books and the wall. To avoid contact with the wall a wooden back may be made to the bookcase, but this is unnecessary when the walls are dry. The uprights ought to be about three feet apart, as a greater distance might cause the shelves to bend under the weight of the books.

There are two ways of holding the shelves on the uprights. They may be fastened there permanently by means of immovable pegs. This arrangement has of course the disadvantage of making it impossible to change the distance between shelves, should that become necessary. Or the shelves may be supported by wooden pins about three-quarters of an inch long which are placed in holes bored in the uprights at certain fixed distances from each other. There is certainly an advantage in having movable shelves, even though, in practise, they remain always in the same place if that has been decided with care.

The height of the shelves has to vary according to the sizes of the books. Nevertheless, as 12mo volumes are the most common, a height of about seven inches will be enough. For larger books, there can be a few shelves with a height of about nine inches at either the top or bottom of the bookcases. In the lower part of the cases there should be a section of much higher shelves for very tall books such as atlases, etc. These shelves will have to be protected from the dust by sliding doors. All this lower part of the bookcases may be much deeper than the rest of them. In this case the upper part will have to be set back, thus creating a ledge over the closed part, which is very useful for holding books which are being sorted or put back. If there is no arrangement of this kind, it will be found convenient to have sliding shelves for this purpose. If the size of the store allows it, the shelving may have double depth, which makes it possible to place a back row of books behind the front one. In this case the back row should stand on a shelf raised high enough above the front one for the titles of the books to be visible. Arranging the rows in this way increases the capacity of the bookcases by about a third. The use of three rows is hardly

to be recommended, as the titles on the third row are hard to see, and the books not easy to get at. The bookcases in a bookstore are generally of wood. Oak is the most beautiful and the strongest, but it is also the most expensive. A softer wood such as pine or poplar may be used satisfactorily, but to give more elegance to the equipment a molding along the front part of the shelves and the edges of the uprights and the shelves may be of oak. De luxe books, which ought not to be handled much, will be placed behind glass doors which will be opened only as desired. One or more closed bookcases may be set in the middle of the other shelves; or a certain number of ordinary shelves which have been fitted with glass doors may be used. These should be sliding doors preferably, because doors that open out are impractical and even dangerous. Books standing on partly filled shelves will be prevented from leaning over on each other by means of right-angled pieces of thin metal, made for this purpose, which are placed against the outside books.

#### Floor Arrangement

If there is enough free space in the store, various kinds of tables will be placed there for books, especially new books. These will be high tables with one or two slanting sides on which books may be laid flat, and they will be placed parallel to the shelving along the walls, but far enough away to make an aisle. There will also be tables, preferably heavy and rectangular, where magazines and reviews will be displayed, and, in December, gift books. There will be also revolving bookcases, and even flat show-cases for de luxe books, but these will sometimes be a duplication of the glass cases which have been built into the shelving. A bookstore has no counters, properly speaking, such as are found in other shops. That is because there is no need of much space for selling books; the main thing is to display a great many. So every available place must be used for this purpose. In stores where stationery is also sold the two commodities must be sharply separated. If a counter is found necessary for the stationery, it must be kept free of books to prevent confusion which will give the shop a look of disorder.

The desk will be near the door, if pos-



sible. It will not take up much room, because it will be used mainly for cash sales and entering accounts. Nevertheless in small stores the desk will be the bookseller's office also. Its situation must be such as to bring within easy reach all ledgers, bills of sale from publishers, catalogs, and other bibliographical works. In more pretentious stores the bookseller will have a real office. He ought to be able to withdraw there and work without interruption at certain times of the day set apart for correspondence and re-ordering. It is impossible to carry on a commercial correspondence, such as that of a bookstore, without making errors, if one is interrupted all the time to serve customers or answer questions. In any case the office should be adjoining the shop, so that the bookseller may pass quickly from one to the other in case of need.

In the main store there will be ladders, stools and step-ladders for the salesmen, if the height of the bookcases demands it. There will be some chairs for the use of customers, even arm chairs if one wishes to give an air of luxury to the store. These chairs will be placed near tables, or may be left to be moved where needed. But they must not interfere in any way with free passage through the shop.

The placing of lighting fixtures cannot be dictated, but the light should reach all parts of the store. A line of bulbs running the length of the ceiling, with ground glass shades, will illuminate the whole store, giving a softened light very favorable for reading. The heating should be moderate to prevent deterioration of the books. Heat always rises to the ceiling, making the higher shelves unfit for books in fine bindings.

#### Good Housekeeping

A linoleum covering for the floor is desirable, as it makes the store look more comfortable and is easy to keep clean. It has a further advantage of keeping out the cold. By cleaning the linoleum either with water or oil it is possible to prevent the books from becoming dusty. In case the store has to be swept, the tables and furniture where the books are displayed should be covered with cloths to protect the books. The books make a good deal of dust in themselves, on account of the materials that enter into their making. It is well, there-

fore, to take the books from their shelves as often as possible and strike them together. Or the vacuum cleaner may be profitably used.

The back shop, which may consist of one or many rooms according to the size of the establishment, is useful for many things. It should have shelves similar to those in the store, but made, of course, of cheaper wood and less carefully, as they are not open to the public. On them is kept the reserve stock, that is those books of which it is not necessary to have several copies in the store. One or more counters will serve for the unwrapping of packages from the publishers, and the wrapping of returns and of customers' orders.

#### The Use of the Window

The window, or show window, is the display space protected by glass which is seen from the place. It is readily seen that this should be handled with the utmost care as the good appearance of the bookshop depends upon it. One indispensable condition is that it should be easily accessible from the inside so that books can be conveniently arranged there. It would be a long and difficult process to make a good exhibit by bending over a window display that could not be viewed from the front. The size of the exhibit depends of course on the construction of the window flooring, but whatever the dimensions are, it is preferable to use an arrangement on wheels that can be turned around toward the inside of the store. This fitting can have a horizontal part behind which there rises an inclined plane furnished with movable blocks against which the books may be placed, the horizontal part being used for books lying flat or opened. If the depth of the window space is not great enough for both parts the inclined plane alone may be used.

The façade of the store may be plain or ornate, according to the taste of the bookseller. It is advisable to have the sign or the bookseller's name in evidence. It is even well to indicate whether it is a general bookstore, or a shop specializing in one or more directions.

If the terms of his lease allow the bookseller to have sidewalk displays, he can use them providing they are suited to his type of stock.



# THE Publishers' Weekly

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R. R. BOWKER F. G. MELCHER

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## The College Bookstore

AS the month of September draws to a close the world of publishing again has reason to emphasize the importance of the bookshops in college centers. College communities which have well-rounded bookstores in which the students have plenty of opportunity to browse send out graduates who look forward to a life contact with books and to the building up of home libraries. If, in college, they have been accustomed to think only of books as textbooks or as sources of research, the element of personal delight has been omitted. The College Bookstore Association has done much to encourage the development of the broader type of book distribution on the campus, and the exchange of personal experiences among the members of this Association at annual meetings has rapidly extended over the country the vision of what a good college bookstore can be.

To emphasize again the importance of this point, the *Publishers' Weekly* carried in last week's issue an article on the admirable bookshop of the University of Washington, and this week reviews the development on the busy campus of the University of California at Berkeley. Berkeley has a campus served in two ways, the co-operative store on the campus and the college bookstore off the campus, developed by Eugene Sommer, whose Sather Gate bookshop has achieved a national reputation.

## Questionnaires to Produce Ideas From the Staff

ROUND-TABLES and store meetings do much good here and there in promoting cooperation and interest among employees, and if handled with thought and cleverness achieve definite results. The dark motive behind all these efforts is to bring out ideas and to start or stimulate a constructive thinking about the store and how it can be improved. Only half the help which each employee can contribute is being taken advantage of as long as he is allowed to go complacently along about his job without brain functioning with hands.

The plan, whatever it may be, must not stop when it has prodded the thinking machine to action, it must get the ideas to the management by the path of least resistance. The *Dry Goods Economist*, of August 3, carries an account of the plan used at Rorabough-Paxton's department store in Emporia, Kansas. A questionnaire covering general information and policies is handed out at the close of their weekly store school. These are to be filled out within forty-eight hours and handed back to the main office. Examples of their questions are as follows:

"How much time do you spend each day in learning more about your merchandise, and why is this important?"

"Are points of selling discussed or explained in your department? When and by whom?"

"Would you encourage P. M.s on slow selling or old merchandise?"

"Should we go to the store's management with complaints heard about the store or its service?"

"How much time do you spend each week in reading?"

"What class of matter do you read?"

"What is your idea of the type of advertising that gets the best results?"

The questionnaire gets around many of the incumbrances of open meetings and lends itself to careful thought and frank expression. The shy clerk does not think well while everyone is talking, or the employee may hesitate to offer a suggestion which may be construed as a criticism by an immediate superior. In addition to this, more real thought is likely to be applied to the

questionnaire than will be given to the weekly meeting. The meeting is likely to become a habit or even a bore in which "high-flown ideas are thrown in your face by the boss who has no idea of the real reason of why they won't work." The questionnaire cannot give this impression. Somehow a questionnaire in the pocket, which must be handed to the office before the-day-after-tomorrow, demands more attention than a meeting scheduled at the same time.

### Home Reference Books

**I**F the bookseller is reading his weekly literary papers with care, he has noticed that again with September the publishers of encyclopædias, dictionaries, atlases, etc., are taking display space to emphasize the importance of their output to the home library. What the subscription publisher finds to be true is just as applicable to the retail bookshop, that is, that the opening of school makes parents newly conscious of the need for home reference books. The children begin to come home with questions to ask, material to gather, and neither the school library nor the public library can adequately cover the needs of a community. A child from at least the seventh grade to the end of high school is in daily need of good home reference books, and the bookseller should play his part in the educational development of his city by putting reference books to the front for a month and advertising them extensively.

### When Copyright Is Not Copyright

**T**HE United States Government provides three different methods by which creators of the new and different may protect the fruit of their labors from use by unauthorized persons; the patent, the trade mark, and the copyright.

Sometimes from lack of knowledge, at other times from a desire to gain protection by one means which has been denied by the authorities in charge of another, inventors, discoverers, artists, designers or other creators, seek to patent that which should be trade marked, to trade mark that which ought to be copyrighted, or to copyright that which should be patented.

Even with the best of care and scrutiny, Governmental authority sometimes makes a mistake, and protection of one variety is

given to something which has no business to receive it.

Particularly is this the case with the copyright laws. And those who have a legitimate interest in copyright protection, knowing that every misuse of the law weakens it, are alive to the importance of keeping its protection intact for those it was designed to protect.

An interesting case in point has just been decided by the District Court for the eastern district of New York. The matter concerned a cause in equity, in which the plaintiff declared two copyrights had been infringed by the defendants.

Copyrights were obtained on designs for dress goods!

The court held that, *if* the copyright was valid, infringement was undoubted, since the reproductions complained of were exact duplicates of those which the plaintiff had "protected" by copyright. But the court also held that the copyright was invalid, because the design was not a "work of art" (drawing, painting or sculpture) within the meaning of the copyright act. Certainly, it was not a "literary or musical composition!"

Rule 12 of the "Rules and Regulations for the Registration of Claims of Copyright" sets forth:

"The protection of productions of the industrial arts, utilitarian in purpose and character, even if artistically made or ornamented, depends upon action under the patent law; but registration in the Copyright Office has been made to protect artistic drawings, notwithstanding that they may afterwards be utilized for articles of manufacture."

The District Court held that these dress goods designs were not "artistic" within the meaning of the word as used in connection with drawing, painting, sculpture, musical composition or literary production, that they, therefore, could not receive copyright protection, and that even though all rules and regulations of application for copyright had been complied with, copyright did not exist.

By implication, the court has held—an important point for future cases—that copyright obtained by making a statement untrue in the meaning of the law—in this case that the design was a "design for a work of art") is no copyright.

# Don't Misplace Your Notice of Copyright

Carl H. Claudy

THE decision in the case of the Universal Film Co. vs. Copperman decided for all time the first requirement of a valid copyright, in the words:

"Copyright is secured by publication of the work with the notice of copyright required by the act."

This small sentence has now the force of an enactment by Congress, and its validity and force have just been again upheld by the District Court for the Eastern District of New York in a suit in equity.

In this suit the plaintiff attempted to recover damages from the defendant, alleged to have published a work already copyrighted by the plaintiff. The Court held that there was no doubt of infringement if a valid copyright had been secured; in other words, the defendant had copied the plaintiff's work.

But the court held that publication of the copyright notice *on the last page* failed to comply with the law, which plainly specifies (Section 19 of Copyright Act):

"The notice of copyright shall be applied, in the case of a book or other printed publication, upon its title-page or the page immediately following, etc."

It has been decided in other cases that the "title-page" shall be easily found (i. e., not concealed in the body of the book). In other words, a last page of a book cannot be legally considered a "title-page."

The defendant offered arguments that he was not an infringer, because valid copyright did not exist, in which he was upheld by the court. The plaintiff attempted to show that even though copyright notice was not in the place prescribed by law, he nevertheless had a copyright, because of the provisions of Section 20 of the Copyright law.

Readers will recall that under the old copyright laws, any omission of copyright notice, on any copy of a book, whether by accident or otherwise, invalidated the copyright. This drastic rule caused the loss of

many valuable copyrights. Consequently, Section 20 of the present law provides that when the copyright notice is omitted, by accident or mistake, from some copies, the copyright is not invalid, although the apparent infringer, who reproduces from such notice-lacking copies, innocently and in good faith, shall not be held liable for damages. But when he reproduces after notice and warning, he is infringing a valid copyright, even though some copies have not the copyright notice.

The plaintiff sought to convince the court that those provisions of the law applied here, but the court held the matter to be one of intent. The court quoted Bowker's "Copyright, Its History and Laws" (page 131):

"Although the code of 1909 relieves the copyright proprietor from permanent forfeiture in the case of an accidental omission of the copyright notice from certain copies (Section 20) the statute is otherwise specific and there seems to be no means of relief where the copyright notice is, however innocently, in the wrong place or the wrong form."

In few words and short then, if you want a valid copyright you *must* put your copyright notice on the title-page of a book or the page immediately following. Putting it on some other page, an extra fly leaf, the last page of the book, etc., is not complying with the law, and such wrongly placed copyright notices secure no more valid protection than would be had were no copyright notice whatever in the work.

There is a general disposition on the part of courts to construe copyright cases with due regard to intent, but not to permit "good intent" to excuse failure to comply with the simple provisions of the law.

The case here discussed is known as "United Thrift Plan, Inc. vs. National Thrift Plan, Inc., Equity No. 4067."



# In and Out of the Corner Office

WE regret to hear that Henry L. Allison, of G. P. Putnam's Sons, one of the most beloved and respected of the older generation of book travelers, has been forced by illness to take a complete rest from business. Philip M. Anderson has been appointed sales manager. ❀ ❀ ❀

Mark W. Adair has resigned as manager of the Boston Branch of the American Baptist Publication Society and the assistant, Victor Weimar is in charge at present. ❀ ❀ ❀

Alfred King, formerly connected with the New York *Sun* and the Brooklyn *Eagle*, announces that he has set up business as a publisher, with offices at 8 W. 40th St. The first volumes to be published will appear about February. There will be several translations from the German including a novel by Axel Eggebrecht and some of the early stories of Alfred Neumann. ❀ ❀ ❀

The sons of Mitchell Kennerley, Morley and Mitchell, Jr., who have become associated with the publishing end of their father's activities have now begun to issue books from a London office with their own imprint. The first title to appear is "Adventures With Bernard Shaw," by Dan Rider. ❀ ❀ ❀

We note with interest that J. B. Lippincott, Chairman of the Board of J. B. Lippincott Company, has sailed in the *Beren-garia* for a motor tour of England and Scotland. Mr. Lippincott continues his active interest in the publishing world though he has passed his seventy-second year. ❀ ❀ ❀

The booktrade lost the stimulus of an invigorating personality when Mary Mowbray Clarke sold out The Sunwise Turn Bookshop. Accomplished practitioner in all the arts she has now turned from book-selling to landscape gardening and is making her valley in the Ramapo Mountains take on new beauties. Eighteen households of artistic people are scattered round her valley including Eunice Tietjens, Norma Millay, Frank E. Hill and Arthur Mason. At a community party in the

pinet last week, Arthur Mason read from his Irish folk tale, "The Great Wind" which Doubleday, Doran is to publish next year. ❀ ❀ ❀

Carl H. Milam, executive secretary of the American Library Association, passed through New York this week after a summer of conferences in Europe—Rome, Geneva and Cambridge. The Rome Congress, through its resolutions, has laid foundations for important international projects; at Geneva there was an exhibit of the children's books of all countries, and suggestions were forthcoming that may prove of help to publishers who have an American market for the best foreign children's books; at Cambridge distinguished leaders from a score of countries were comparing methods and aims for bringing books to the adult readers. ❀ ❀ ❀

Albert C. Read, the Los Angeles bookman, buyer for the Public Library there, is in New York for a couple of weeks. He has made himself an authority on the intricate problem of Pacific Coast book distribution. ❀ ❀ ❀

Franklin Watts of Wichita, one of the most helpful contributors that the *Publishers' Weekly* has ever had on the problems of bookselling in the smaller cities, has been in New York this week on a business trip. ❀ ❀ ❀

Kalman Lantos, the Budapest publisher who has been spending some months in New York studying American publishing, has given us some interesting data about book distributing methods in Hungary which we hope to incorporate in an article shortly. ❀ ❀ ❀

We have had the pleasure of several good talks with Dr. Robert Walton whose research for the New York Public Library on the problem of paper preservation has been recorded in a valuable bibliography issued by the library called "Causes and Prevention of Deterioration in Book Materials." His findings were summed up in an article in last week's *Publishers' Weekly* which will be continued and concluded in the next bookmaking issue appearing on October 5th. ❀ ❀ ❀

# Chicago Book News

Milton Fairman

*of the Chicago Evening Post*

**A**T last German Square has its bookshop. The territory surrounding La Salle and Randolph streets in Chicago's Loop has in the last year become the center of the city's German activities. The Steuben Club's 42-story structure, the new Bismarck hotel, the North German Lloyd, the Amerop, a travel agency, and the Metropolitan Block with its scores of German-American tenants have combined to give the intersection its name.

Now comes a new bookshop, specializing in importations and art books with a full line of current literature. The Steuben Book and Stationery store has opened on the first floor of the club at 192 West Randolph street. Herbert Goldscheider, formerly a member of Kroch's staff and well known in Chicago book circles, is the manager of the new store. The opening featured an exhibit of early German printing.

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**C**HICAGO is coming into its own as stuff for literature. Henry Justin Smith of the *Chicago Daily News* and Lloyd Lewis, author of the book, "Myths after Lincoln," have collaborated on a sparkling history of the city, "Chicago—the History of its Reputation." Harcourt Brace are the publishers, and local stores report a record sale of the new work.

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**O**UR former colleague, Paul Gilbert, and Charles Lee Bryson are the authors of a second and bulkier tome on the city. "Chicago and Its Makers" was prepared with the assistance of Caroline M. McIlvaine, whose knowledge of the city is well nigh boundless, and of Wallace Rice, who contributes interesting chapters on hotels, restaurants and theaters. Felix Mendelsohn in the Auditorium building is the publisher.

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**O**UR fellowtownsman, Dr. William E. Barton, who in addition to being pastor of a large suburban church is one

of the leading authorities on Lincoln and the author of numerous books on the Civil war president, has been appointed by the governor of West Virginia to serve on a commission to commemorate the birth of Nancy Hanks in that state. Dr. Barton's latest book, "The Lineage of Lincoln," is published by Bobbs-Merrill.

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**A**LEXANDER GREENE was recently host in his shop in the Fine Arts building to Maurice Browne, pioneer of the Little Theater, and Ellen Van Volkenburg, who founded the Chicago Little Theater with Mr. Browne. A tea was given by Mr. Greene at which they renewed old Chicago friendships. Mr. Browne is in Chicago to attend the opening of "Journey's End," which he recently purchased.

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**M**RS. KENNETH HORAN, literary editor of the *Chicago Journal of Commerce*, is the compiler of a new anthology along novel lines which Macmillan has published. "Parnassus En Route" is the title of the work, and the poems are divided by geographical themes. Macmillan has also published "Dr. Fogg," a new novel with a Chicago background.

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**H**ECTIC days have been witnessed recently at Marshall Field's where many alterations, providing additional space for the book section, have been made. A public service station, operated by the store for the convenience of its customers, has been moved and a great deal more space turned over to the book department. Future alterations are also being considered to provide ample space for the growing volume of business in books.

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**M**R. AND MRS. THERON COOPER, recently returned after a trip to Europe, have a goodly collection of prints and woodcuts gathered on their ramblings about the continent now on view at the Walden book shops.

## In the Bookmarket

ON Sunday night, September 8th, Bert McConnell, well-known writer and member of the *Literary Digest* staff, departed for the Canadian wilderness. Mr. McConnell is the first modern cave man in actual practise and not in name only. In the chilly rudeness of a September dawn Mr. McConnell will disrobe quite completely on the edge of the forest primeval, hide his clothes under a likely looking rock and plunge his nakedness hastily into the bramble bushes, which, we understand, are very large in Canada. For a number of weeks he will clothe and feed himself after the mode of the prehistoric man, his purpose being to demonstrate whether or not the average modern business man has deteriorated from the standards of resourcefulness set by his Neanderthal ancestors. *G. P. Putnam's Sons* will publish next year an account of this adventure. ❀ ❀ ❀

Charles Boni is accepting stories for his new Paper Books organization on outright purchase instead of the usual royalty basis. As each book is to sell for about 42 cents the royalty basis would be obviously insufficient. ❀ ❀ ❀

Sigmund Spaeth, that amiable authority on American ballads and minstrelsy, has a new book, issued September 6th under the imprint of *Horace Liveright*. The book, entitled "They Still Sing of Love," not a second cousin of Jesse Lynch Williams' recent book of similar title, has to do with the derivation of popular songs and how barber shop ballads have a habit of coming out of Lohengrin. ❀ ❀ ❀

Each year William Blake seems to become, in the changing critical estimate, less and less of a mad man, and more and more of a real prophet. *The Dial Press* announces for immediate publication "Blake and Modern Thought" by Dennis Saurat, author of "Blake and Milton." Saurat, a Doctor of the Sorbonne, considers Blake as a philosopher born out of season, a profound, misunderstood forerunner of the days that were to be. ❀ ❀ ❀

Twelve selected tales and poems of Geoffrey Chaucer have been translated into modern English by Frank Ernest Hill,

Trade Editor of *Longmans*. Mr. Hill is the author of "Stone Dust," a book of poems, and is co-author with Joseph Auslander of "The Winged Horse" and "The Winged Horse Anthology." ❀ ❀ ❀

Elizabeth Mackinstry, who has done much to bring about the revival of the art of fine book-making in America, is spending the late summer in Great Barrington, Mass. Miss Mackinstry has just illustrated and designed throughout the new edition of Ibsen's "Peer Gynt" which was published by *Doubleday, Doran* on September 13th. ❀ ❀ ❀

Rebecca West is objecting in the *Bookman* for September to the recent official award of the Order of Merit to John Galsworthy. Says Miss West: "It is an affront to persons of culture. It should by right have gone to either George Bernard Shaw or H. G. Wells. These are writers of artistic power greatly superior to Mr. Galsworthy . . ." ❀ ❀ ❀

*Dodd, Mead* have announced a new Chesterton book for late September publication, "The Poet and the Lunatic," by title, a book of stories about a poet. ❀ ❀ ❀

*The University of Chicago Press* announces the first complete metrical translation into English of "The Bhagavad-Gita" by Arthur W. Ryder whose wisdom and understanding made "The Panchatranta" so notable. ❀ ❀ ❀

Louis Untermeyer has done the almost-impossible. *Harcourt, Brace* say that he is just finishing "Blue Rhine—Black Forest," which is a cross between a guide-book and a daybook—a combination of Baedeker and the subtle Count Keyserling, with the virtues of both and the vices of neither. ❀ ❀ ❀

Basil Dean is to dramatize Norah C. James's "Sleeveless Errand in America. It will be remembered that Mr. Dean was responsible for the dramatized version of "The Constant Nymph." ❀ ❀ ❀

A short time ago it was advice on what to do and when with marriage. Now a logical sequel or perhaps better corollary, is "On Being A Father" by K. M. and E. M. Walker. *W. W. Norton*. ❀ ❀ ❀



## Best Selling Titles in August Fiction

**B**EST selling fiction during August, according to the list compiled by *Books of the Month*, was marked by the advent of many of the big fall novels, though "All Quiet" retained its place at the head of the list. "Roper's Row" by Warwick Deeping attained second place, followed by "They Stooped to Folly" by Ellen Glasgow, a Literary Guild selection, and "The Galaxy" by Susan Ertz, all three of which were sure-fire best sellers, even before publication. Two novels of the late summer come next, followed by the Pulitzer Prize novel. In eighth place is a new book by an always popular writer, "The Listening Post" by Grace S. Richmond. Tenth is "The Laughing Queen" by E. Barrington, which reached the list in its second month of publication.

There were a number of other new candidates for the list, that appeared during the last month, some of which will undoubtedly make it during their second month. These were "Soldiers of Misfortune" by P. C. Wren, "Splendor of God"

by Honoré Willsie Morrow, "The Young May Moon" by Martha Ostenso, "The Omnibus of Crime" edited by Dorothy L. Sayers, "Hide in the Dark" by Frances Noyes Hart and "The Glenlitten Murder" by E. Phillips Oppenheim.

Again there is not much to report as to changes in the non-fiction. The most notable jump during August was made by "The Specialist," which leapt from seventh to third place. This little volume was placed first on more lists than any other non-fiction book, but "Henry the Eighth" and "The Art of Thinking" received a greater total number of votes. The only new addition to the list was "Men and Machines" by Stuart Chase, and only two prominent contestants appeared, "Ether and Me" by Will Rogers and "Adventures of an Outlaw" by Ralph Rashleigh.

It is an interesting fact to note that the average price of the ten books on the non-fiction list is only 50 c. more than the average price of the ten novels, \$2.85 as compared to \$2.35.

### Fiction

- Remarque. "All Quiet on the Western Front." *Little, Brown*, \$2.50  
 Deeping. "Roper's Row." *Knopf*, \$2.50  
 Glasgow. "They Stooped to Folly." *Doubleday Doran*, \$2.50  
 Ertz. "The Galaxy." *Appleton*, \$2.50  
 Biggers. "The Black Camel." *Bobbs-Merrill*, \$2  
 Peterkin. "Scarlet Sister Mary." *Bobbs-Merrill*, \$2.50  
 Rosman. "Visitors to Hugo." *Minton, Balch*, \$2  
 Richmond. "The Listening Post." *Doubleday Doran*, \$2  
 Lewis. "Dodsworth." *Harcourt, Brace*, \$2.50  
 Barrington. "The Laughing Queen." *Dodd, Mead*, \$2.50

### Non-Fiction

- Hackett. "Henry the Eighth." *Liveright*, \$3  
 Dimnet. "The Art of Thinking." *Simon & Schuster*, \$2.50  
 Sale. "The Specialist." *Specialist Pub. Co.*, \$1  
 Lippmann. "A Preface to Morals." *Macmillan*, \$2.50  
 Durant. "The Mansions of Philosophy." *Simon & Schuster*, \$5  
 Ford. "Salt Water Taffy." *Putnam*, \$2.50  
 Ripley. "Believe It Or Not." *Simon & Schuster*, \$2.50  
 Lowell. "The Cradle of the Deep." *Simon & Schuster*, \$3  
 Work. "Contract Bridge for All." *Winston*, \$2  
 Chase. "Men and Machines." *Macmillan*, \$2.50

### Publicity for "Luck"

**T**HE publicity campaign for Lothrop Stoddard's "Luck" is to be one of the most complete and extensive possible to give a new title. The opportunities for play upon the title are obvious and not being neglected. It has been published on Friday the 13th, but the mere anger of a few fates could not possibly quail a book that knows it is to have a full page in the *Times*, a front cover on the *Publishers' Weekly* and a page in the *Book Review*. Then, a prize contest offering \$300.00 for luck stories is to be spread over six months following publication. Even this is not enough and radio will herald the good fortune. There are numerous other plans which will let only that famous individual who missed the war, fail to get in on this little treatise for predestinationalists.

### Periodical Notes

**T**HREE new periodicals will be initiated in October by the Character Group, 49 West 45th Street, New York. They are to be published in "pocket size" and will be issued monthly at \$.25. *The Thinker* announces such contributors as Will Durant, Clement Wood, James Oppenheim and Joseph Jastrow. *Popular Biography* is the other devoted to non-fiction and the first issue will carry J. T. McIntyre, John C. Kofoed, Capt. Jack Craig, and Donald Barr Chidsey. *The American Short Story* will carry twelve tales in its first number.

### Children's Books in the United States

**A**T the request of the International Bureau of Education at Geneva, the American Library Association prepared an exhibit for the Third Biennial Conference of the World Federation of Education Associations in Geneva, July 25 to August 3. One of the features of this exhibit was a printed pamphlet on Children's Books in the United States. The pamphlet includes an article by Anne Carroll Moore on "Children's Books and the American Public Library," and three juvenile book lists compiled by the American Library Association Committee on Library Work with Children.



Bernard Guilbert Guerney

### Guerney Enters Publishing Field

**E**NTERING the field as Publishers in Belles Lettres Bernard Guilbert Guerney is announcing a fall list under his own imprint. Guerney has long been known as a translator of European classics and is known to the trade as president of The Blue Faun Bookshop. Associated with him are Frederic Gerald Buse and Lewis L. Levidson. They will concentrate on translations, as is indicated in the announced list, headed by Guerney's translation of Kuprin's novel "Yama." The work has been revised since the publication of the limited edition and a chapter added making this trade edition the first complete English text to have been rendered from the Russian.

An unusual promotion scheme is being used to introduce this trade edition of "Yama" to the bookseller. A business reply card is being sent to dealers upon which they are asked to indicate the price at which they feel the book can best be marketed. The prices indicated are from

three to five dollars, and the five dollar price can be checked for a one or two volume edition. It is an interesting attempt on the part of a publisher to solicit the opinion of the bookseller in the question of merchandizing.

Other titles included in the fall list are: "Colors" by Gourmont, "Three Women of Annam" by Corvo, "The Menace of the Mob" by Merejkowski, "Mogens" by Jakobsen, "Paul Gauguin" by Fletcher, "Romance of the Rabbit" by Jammes, "Pope Alexander VI and His Court" and "Scenes from the Court of Peter the Great" by Glaser, "Snow" by Pszbeshevsky, "Man the Puppet" and "The Newspaper Worker." All Guernsey publications are to be from complete and unexpurgated texts.

### Startling Revelations

**STARTLING** revelations of New York politics for the past twenty-five years come to light in the reminiscences of Frederick L. Hackenburg, well-known attorney and Assemblyman for seven terms, released on September 9th by The Thistle Press under the title "A Solitary Parade." The volume promises to be particularly significant at this time, in view of the forthcoming Fall elections, when many of its characters will occupy the political limelight, and may hurl more than one bombshell into the carefully laid plans and political machinations.

### International Records

**THE** fact that "All Quiet" is running a race simultaneously in so many countries has been seized upon as a new slant to publicity by G. G. Ross of Little, Brown & Company, and in a current advertisement he prints the sales record in eight countries covering from 750,000 in Germany to 1,000 in Poland. This same argument of international interest has been transferred to a big window display which will show the original jackets of eight different editions in facsimile.

### Note

**THE DETECTIVE STORY CLUB** of England is in no way connected with the Detective Story Club in this country which has no interest in the English club.

### Obituary Note

#### NOYES GREENE

**NOYES GREENE**, editor-in-chief of the Edward Thompson Company, died at Northport, L. I., at the age of 57. He was born at Troy, N. Y., and educated at Williams College. During several years on the bench he became interested in the publishing of legal textbooks. At the time of his death he was known as an authority on annotation details. His books have had a world-wide circulation throughout the profession.

### Business Notes

**BOSTON.**—Noah's Card and Gift Shop, 14 Bromfield Street, is being operated by Harry Noah with general stock of books and circulating library.

**CHICAGO.**—The Misses Florence and Jennie Hanawalt have purchased the River Book Shop from the Misses Paula and Valeska de Molchin on Sept. 1, 1929.

**CHICKASHA, OKLAHOMA.**—The Little Art Store, 506 Chickasha Avenue, has a stock of fiction and children's books and is operating a rental library.

**DETROIT.**—Woodward Greeting Card Company at 8214 Woodward Avenue is under Harry B. Simmons with stock of fiction and circulating library.

**HOLLYWOOD.**—Eunice Nater, formerly with The Jones Bookstore, Los Angeles, is now with the Hollywood Bookstore, 6812 Hollywood Boulevard.

**MOBILE.**—The Book Shop, 21 North Water Street, has been opened by W. E. Gray with general stock, rare books, foreign books and circulation library.

**NEW YORK.**—Elizabeth Drew, Books, 43 East 60th Street, is offering general stock, children's books, rare books and foreign books and operating a circulating library.

**NEW YORK.**—James R. Houston is now representing William Edwin Rudge throughout the Middle West.

### Change in Price

**HENRY HOLT AND CO.**

Shepherd's "Historical Atlas," 1929 edition, from \$3.90 to \$5.00.



# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

## Abn Bakr ibn al-Tufail

The history of Hayy Ibn Yaqzan; tr. by Simon Ockley; rev. with introd. by A. S. Fulton. 179p. (biol.) front. O (Treasure house of eastern story) [n.d.] N. Y., Stokes \$5

## Adams, Sir John

Everyman's psychology. 446p. O c. Garden City, N. Y., Doubleday, Doran \$2.50

How the individual can adjust himself and understand others better through the knowledge of psychology, with a discussion of all the newest schools of psychological thought.

## Alden, Isabella Macdonald [Mrs. Gustavus R. Alden] [Pansy, pseud.]

An interrupted night; foreword by Grace Livingston Hill. 264p. D c. Phil., Lippincott \$2

Daisy makes a mistake in love but is helped over a difficult period by a new-found friend.

## Aldis, Dorothy Keeley [Mrs. Graham Aldis]

Jane's father. 142p. il. D c. N. Y., Min-ton, Balch \$2

How Jane, aged six, tried to correct her father's funny ways and finally decided that he was nicest as he was.

## Anderson, Sherwood

Many marriages. 264p. D (Novels of distinction) [c. '23] [N. Y.] Grosset \$1

## Arabian Nights

The Arabian nights entertainments; ed. by Andrew Lang; crowned. 439p. il. (pt. col.) O '29 c. '98 N. Y., Longmans \$1.50

## Ayres, Ruby Mildred

Broken. 364p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

## Bacheller, Irving Addison

Dawn; a lost romance of the time of Christ. 346p. D (Novels of distinction) [c. '27] [N. Y.] Grosset \$1

## Bailey, Temple

Burning beauty. 318p. D [c. '29] Phil., Penn \$2

Beautiful Virginia Oliphant, who is loved by two men, is willing to sacrifice her chance for happiness for the sake of her brother.

## Barretto, Larry

Horses in the sky. 338p. D [c. '29] N. Y., John Day \$2.50

The story of four young Americans and the parts they play in the World War.

## Bates, Herbert Ernest

Catherine Foster. 307p. D c. N. Y., Viking bds. \$2.50

The story of a woman's love for her husband's brother, enacted against a background of English countryside.

## Beckner, Earl D.

A history of labor legislation in Illinois. 553p. (7 p. bibl.) O (Social science studies, no. 13) [c. '29] Chic., Univ. of Chic. Press \$4

## Benefield, Barry

Bugles in the night. 316p. D (Popular copyrights) [c. '27] N. Y., [Grosset] 75 c.

## [Albes, Edward]

Montevideo, the city of roses. 31p. il. O (Amer. city ser., no. 20-A) '29 [Balt., Sun B'k & Job Pr. Office, 38 Commerce St.] apply

## Alexander, Uhlman S.

Special legislation affecting public schools. 147p. (3p. bibl.) O (Contributions to education, no. 353) c. N. Y., Teachers College, Columbia Univ. \$1.50

## Appel, Joseph H.

Chains and independence. 15p. O '29 [N. Y., John Wanamaker, Adv. Dep't] pap. apply  
John Wanamaker's contribution to advertising. 14p. O '29 [N. Y., John Wanamaker, Adv. Dep't] pap. apply

The merchant in America. 11p. O '29 [N. Y., John Wanamaker, Adv. Dep't] pap. apply

## Armstrong, Roswald Lester

Callable bond and stock values showing the yields and values of both bonds and stocks called or callable at a premium. 964p. Q [c. '29] Bost., Financial Pub. Co. lea. \$40

## Bible

The invitation committee; Bible texts arranged topically and for efficiency in recruiting for Christ, and enlisting in service; 6th ed. 112p. T '29 Phil., Westminster Press pap. 25 c.

## Bowden, Aberdeen Orlando

Consumers uses of arithmetic; an investigation to determine the actual uses made of arithmetic in adult social life, exclusive of vocational uses. 75p. (bibls.) O (Contributions to education, no. 340) c. N. Y., Teachers College, Columbia Univ. \$1.50

**Berlioz, Hector Louis**

Evenings in the orchestra; tr. by Charles E. Roche; introd. by Ernest Newman. 338p. O c. N. Y., Knopf \$5

A compilation of some of the best articles of a great French musical journalist.

**Bernfeld, Dr. Siegfried**

The psychology of the infant; tr. by Rosetta Hurwitz. 320p. (3p. bibl.) diagr. O (Lib. of educational psych.) '29 N. Y., Brentano's \$4

An intensive study of child life from birth to weaning, in the light of modern knowledge.

**Bible**

The kingdom and the power and the glory; stories of faith and marvel, selected from the King James version of the Old Testaments and il. by James Daugherty. 182p. il. (col. front.) O c. N. Y., Knopf \$2.50

A collection of Old Testament stories selected especially for boys and girls by the artist.

**Bindloss, Harold**

Larry of Lonesome Lake. 341p. D c. N. Y., Stokes \$2

An outdoor story of the Canadian Northwest, containing love, mystery and action.

**Blackwood, Algernon**

John Silence, physician extraordinary. 350p. D (Dutton dollar bks.) ['20, '29] N. Y., Dutton \$1

**Blackwood, Algernon, and Pearn, V. A.**

Through the crack; a play in five scenes. 92p. il. O c. '25 N. Y., S. French pap. 75 c.

**Blaisdell, Donald C.**

European financial control in the Ottoman empire. 253p. (bibl. footnotes) O c. N. Y., Columbia Univ. Press \$3

A study of the establishment, activities and significance of the administration of the Ottoman public debt.

**Brodie, F. C.**

Skirl o' the pipes; a modern fairy tale. 209p. il. D [n. d.] [N. Y., Macmillan] \$1.50

The story of a little Scotch boy.

**Brown, Alice [Martin Redfield, pseud.]**

The golden ball. 92p. D c. N. Y., Macmillan bds. \$1.75

A fairy fantasy that children can act or read.

**Bryant, Rev. A. T.**

Olden times in Zululand and Natal, containing earlier political history of the Eastern-Nguni clans. 731p. (bibl. footnotes) il. maps O '29 N. Y., Longmans \$5

The tribal or political history of the South African Zulu natives.

**Bryant, Mrs. Lorinda Munson**

The children's book of celebrated legends.

106p. il. O (Celebrated art bks.) [c. '29] N. Y., Century \$2.50

Fifty of the world's famous legends, illustrated with well-known paintings and works of art for children.

**Bullett, Gerald William**

Nicky, son of Egg. 253p. D c. N. Y., Knopf \$2.50

Egg Pandervil sees most of his dreams realized by his son, Nicky, who becomes a poet and farmer.

**Bunzel, Ruth L.**

The Pueblo potter. 134p. (2p. bibl.) il. (pt. col.) diagrs. F (Columbia Univ. contribs. to anthropology) c. N. Y., Columbia Univ. Press bds. \$10

A study of creative imagination in primitive art.

**Cabell, James Branch**

Something about Eve; il. by Frank C. Papé. 397p. O '29, c. '27, '29 N. Y., McBride \$5

**Campbell, Thomas Bowyer**

Old Miss; a novel. 302p. D c. Bost., Houghton \$2.50

A character portrait of Charlotte Steppleton, a girl of the old South, as she grows up in Virginia to wifehood and motherhood undergoing the changes brought on by the Civil War.

**Carpenter, H. Barrett, and, Knight, Joseph**

An introduction to the history of architecture. 300p. (3p. bibl.) il. diagrs., D '29 N. Y., Longmans \$2.50

**Carr, C. F., and Stevens, F. E.**

How to speak in public; a popular guide to fluency in debate and to the easy mastery of the art of effective self-expression on all public occasions. 159p. D '29 N. Y., Pitman \$1

**Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]**

Alice's adventures in Wonderland; il. by John Tenniel. 200p. S (Little lib.) '29 N. Y., Macmillan \$1

Through the looking-glass and what Alice found there; il. by Sir John Tenniel. 235p. il. (pt. col.) D (Stories all children love ser.) [c. '29] Phil., Lippincott \$1.50

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Mystery and adventure aplenty with Red and his Lone Scout Troop.

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Criticism in the making. 207p. (bibl. footnotes) D c. N. Y., Macmillan \$2

Essays on the new horizons in the fields of literary criticism, by a professor of English literature at the University of Paris.

**Bowman, E. L.**

Learning to letter-vertical Gothic. 47p. il. T '29 Peoria, Ill., Manual Arts Press pap. 32 c.

**Branegan, Gladys Alea**

Home economics teacher training under the Smith-Hughes Act, 1917 to 1927; a study of trends in the work of seventy-one institutions approved under the National Vocational Education Act. 167p. (3p. bibl.) diagrs. O (Contributions to education, no. 350) c. N. Y., Teachers College, Columbia Univ. \$1.75

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A textbook of materia medica for nurses; 3rd ed. 283p. D '29 c. '19-'29 St. Louis, C. V. Mosby \$2

**Burpee, Charles W.**

Hartford County, Connecticut; 3 v. [history and biography]. 1368p. il. O '29 Chic., S. J. Clarke Pub. Co. \$40; fab., \$65

**Case, Ida Mae, and Barrows, Sarah T.**

Speech drills for children in form of play. 84p. (bibl.) il. O [c. '29] Bost., Expression Co. apply

**Cheydleur, Frederic D., ed.**

French idiom list. 163p. O (Pub'ns of Amer. & Canadian committees on modern languages, v. 16) '29 N. Y., Macmillan pap. 75 c.

**Chalmers, Stephen**

House of the two green eyes. 397p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

**Chappell, Clovis Gillham, D. D.**

Men that count. 164p. D c. Garden City, N. Y., Doubleday, Doran \$1.60

Essays on Bible characters.

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Up at the villa. 227p. D c. N. Y., Appleton \$2

A solitary woman in her Roman villa looks on at love and jealousy among some English people, a Russian girl, and an Italian painter.

**Chevalier, Julier C.**

Noah's grandchildren. 299p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2

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Sauce Mansfield takes over the management of his fathers' ranch, goes to France with the A. E. F., and returns to the range country of Montana, where his war experiences are productive of far-reaching results.

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New views of evolution. 244p. (bibl. footnotes) il. D (Philosophy for the layman) c. N. Y., Macmillan \$2.50

The philosophical rather than the biological aspects of evolution, by an associate professor of philosophy in the University of Minnesota.

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Coöperative marketing of agricultural products. 501p. (7p. bibl.) O c. N. Y., Appleton \$3.50

An analysis of the methods and achievements of the cooperative marketing movement for which the Federal Government has just entrusted half a billion dollars.

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In which twenty-one well-known American writers analyze their own methods. A story by each one is included.

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Malou; a little Swiss girl. 280p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2

The adventures of Malou who at twelve years old owned a hotel on the hillside above Lake Geneva.

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A history of British water colour painting; 2nd ed., rev. and enl. 255p. il. (col.) O '29 N. Y., Scribner \$9

**Cuthrell, Mrs. Faith Baldwin**

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**Dane, Clemence, pseud. [Winifred Ashton]**

Tradition and Hugh Walpole. 263p. D c. Garden City, N. Y., Doubleday, Doran bds. \$2

The history of the English novel, with Hugh Walpole as a modern example of the best tradition; an analysis of his works; comments upon other modern English writers such as James Joyce and Aldous Huxley.

**Dawson, Christopher Henry**

Progress and religion; an historical enquiry. 271p. (3p. bibl., bibl. footnotes) O '29 N. Y., Longmans \$4

A discussion of the problems of social evolution and change in the light of religious influences.

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An adventure story for boys, laid in the mountains and deserts of northwestern Mexico.

**Douglas, Donald**

Falcon's flight. 319p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

All the glamor of the Middle Ages, the days of Knights and Troubadours, in this romance of Aude of Turenne and Guiraut.

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Farmers' cooperative associations in the United States, 1929. 66p. (bibl.) maps O (U. S. Dep't of Agric., circular no. 94) '29 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 15 c.

**Clark, I. Edward**

Hiram Abif, Jubelum and King Solomon's temple; a solar allegory. 61p. il. D ("Mazzaroth," pt. 6) [c. '29] Louisville, Ky., Masonic Home Journal, 3701 Frankfort St. apply

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This record of the disintegration of a personality was first published under a pseudonym in 1901, and it was only recently that it was found to be the work of Norman Douglas.

**Dwyer, Vera G.**

The Marches disappear. 307p. D c. N. Y., McBride \$2

The adventures of two Australian girls, in their teens, while on a visit to their brother on the island of Ceylon.

**Eaton, Mary**

Our birthright; a text book of Catholic doctrine for junior forms. 186p. D '29 N. Y., Longmans \$1

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Down the world's most dangerous river. 313p. il., diagrs. D c. N. Y., Stokes \$2.50  
The story of the author's trips down the Colorado River through the Grand Canyon.

**Eiker, Mathilde**

Stranger fidelities. 304p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

A story of the fidelities accepted by Marie-Hélène, the young French wife of a middle-aged Colonel who carried her back to his taxicab business in Iowa.

**Farjeon, Eleanor**

Kaleidoscope. 304p. O '29, c. '28 N. Y., Stokes \$2.50

The story of Anthony, a penniless young man of London, who lived happily in his world of fancy and color—his dream adventures inspired by newspaper items.

**Farrère, Claude, pseud. [Charles Bargone]**

Thomas the Lambkin, gentleman of fortune; tr. by Leo Ongle. 433p. D (Dutton dollar b'ks.) [c. '24] N. Y., Dutton \$1

**Fisher, Mrs. Dorothea Frances Canfield**

Her son's wife. 302p. D (Novels of distinction) [c. '26] [N. Y.] Grosset \$1

**Fleg, Edmond**

Why I am a Jew; tr. by Louise Waterman Wise; foreword by Stephen S. Wise. 114p. (bibl. notes) D c. N. Y., Bloch Pub. Co. \$1.25  
An autobiography of religious faith.

**Flores, Ninfa C.**

Practical English for / Spanish-speaking adults; ed. by Isabel K. MacDermott. 332p. il. D c. N. Y., Macmillan \$1.20

**Frye, Prosser Hall**

Visions and chimeras [lim. ed.]. 277p. D c. Bost., Marshall Jones \$2.50

The second series of literary essays by this author includes thirteen chapters on Sheridan, Sterne, Carlyle, Calderon and others.

**Fuller, Henry Blake**

Gardens of this world [lim. ed.]. 225p. D c. N. Y., Knopf \$2.50  
After a long retirement the Chevalier of Pensieri-

Vani again appears, and with his friend the Seigneur of Hors-Concours tours modern France, Spain, North Africa, Greece, Italy and Switzerland.

**Furniss, Ruth Pine**

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In New York and on the shores of an isolated Canadian lake unfolds the tragic love from whose spell Nikolas Paget could never escape.

**Geer, Walter**

Napoleon and his family; the story of a Corsican clan; Moscow-St. Helena, 1813-1821. 422p. (bibl. footnotes) il., map O c. N. Y.; Brentano's \$5

The third volume in this life of Napoleon.

**Gibbs, Sir Philip Hamilton**

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**Gide, André Paul Guillaume**

The school for wives; tr. by Dorothy Bussy. 126p. il. O c. N. Y., Knopf \$2

A subtle portrait of Robert, the lover and husband, as revealed by Eveline's diary in which she gives the details of her courtship and marriage, and the gradual loss of her youthful illusions.

**Gorse, Golden**

The young rider; ponies for health and pleasure. 153p. il., diagrs. O ['28] N. Y., Scribner bds. \$5

Complete instruction on the art of riding for children.

**Gower, Margaret Leveson**

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Thru a magic charm a family of six children are transported to the times of Oliver Cromwell and the plots of Cavaliers and Roundheads.

**Graham, Robert Boutine Cunningham**

Thirty tales and sketches; comp. by Edward Garnett. 363p. O c. N. Y., Viking \$3

Personal experiences and stories culled from many travels.

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Poems, 1914-26. 229p. (bibl.) D '29 Garden City, N. Y., Doubleday, Doran \$2.50

A collection of the poems of this contemporary English poet, with nine poems published for the first time.

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A guide to the principal sources for early American history, 1600-1800, in the city of New York. 382p. O c. N. Y., Columbia Univ. Press \$7.50

A survey of the research material to be found by historical scholars in New York City.

**Gregory, Jackson**

Redwood and gold. 306p. D (Popular copyrights) [c. '27, '28] N. Y., Grosset 75 c.

**Grey, Zane**

"Nevada"; a romance of the west. 365p. D (Popular copyrights) [c. '26-'28] N. Y., Grosset 75 c.

**Dressler, Alfred F.**

Electrical machinery and industrial engineering; reference book no. 2. 77p. D [c. '29] [N. Y., Schoen Pr. Co., 17 Vandewater St.] apply

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Municipal airports as a public purpose. 5p. O (Senate, doc. 12) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

**Fulton, Charles Herman, and Sharwood, William J.**

Manual of fire assaying; new 3rd ed. 268p. il. O '29 N. Y., McGraw-Hill \$3

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Story of the catechism. 147p. il. S '29 St. Louis, Concordia Pub. House 75 c.

**Grisell, T. O.**

Budgetary control of distribution; foreword by Bruce Barton. 115p. maps (col.), diagrs. O c. N. Y., Harper \$4

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A literary history of England. 403p. D '29 N. Y., Longmans \$2

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Caps and crowns of Europe; preface by the Hon. Raoul Dandurand. 290p. il. O c. N. Y., Louis Carrier buck \$3.50  
A young Canadian gives intimate views of the political leaders and rulers of the European countries.

**Haas, Jacob Anton de**

Louis D. Brandeis; a biographical sketch, with special reference to his contributions to Jewish and Zionist history; with full text of his addresses delivered from 1912 to 1924. 302p. il. D c. N. Y., Bloch Pub. Co. \$3

**Hamsun, Knut**

Chapter the last; tr. by Arthur G. Chater. 378p. O '29, c. '23, '29 N. Y., Knopf \$3  
A novel centering around the proprietors and inmates of a mountain sanatorium.

**Haggood, Norman**

Why Janet should read Shakspeare. 257p. il. D [c. '29] N. Y., Century \$2.50  
A stimulating introduction to Shakespeare and his works.

**Harper, Theodore Acland, and, Harper, Winifred Mary Hunter-Brown**

Forgotten gods. 355p. front. (col.) maps D c. Garden City, N. Y., Doubleday, Doran \$2

Some moderns find life and adventure while exploring the lost civilization of the Nayan Indians in Central America. For older boys and girls as well as grownups.

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Connie Morgan hits the trail. 227p. front. D (Windmill b'ks.) c. Garden City, N. Y., Doubleday, Doran \$1

Connie Morgan returns to Alaska to find himself in the midst of prospecting difficulties and thrilling adventure. For boys.

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Disestablishment; the charge delivered at the second quadrennial visitation of his diocese together with an introduction. 219p. (bibl. footnotes) D '29 [N. Y.], Macmillan \$1.75

**Hill, Mrs. Grace Livingston [Marcia MacDonald]**

The honor girl. 256p. il. D (Popular copyrights) [c. '27] N. Y., Grosset 75 c.

**Howard, Sidney Coe**

The silver cord; a comedy in three acts. 94p. il. O (French's standard lib. ed.) c. '26, '28 N. Y., S. French pap. 75 c.

**Howes, Edith**

The long bright land; fairy tales from southern seas; il. by Dorothy P. Lathrop. 221p. il. (col. front.) O c. Bost., Little, Brown \$2.50

A collection of Maori folk-lore for children.

**Hulbert, J. R., and, Hulbert, V. B.**

Effective English. 294p. D [c. '29] Chic., Univ. of Chic. Press \$2  
A textbook in composition.

**Hutchinson, Veronica Somerville, comp.**

Chimney corner poems; il. by Lois Lenski. 126p. il. (pt. col.) O (Hearthside b'ks. for children) c. N. Y., Minton, Balch \$2.50

A collection of poems for little children by the editor and illustrator of "Chimney Corner Stories."

**Ibn-Munqidh, Usamah [Kitab Al-i 'tibar]**

An Arab-Syrian gentleman and warrior in the period of the Crusades; tr. by Philip K. Hitti. 275p. (bibl. footnotes) il., map O c. N. Y., Columbia Univ. Press \$4.50

These memoirs present a vivid picture of medieval times, the Crusaders, and Moslem life.

**Ibsen, Henrik**

Peer Gynt. 286p. il. (pt. col.) Q '29 Garden City, N. Y., Doubleday, Doran bds. \$5

Ibsen's famous fantasy skillfully decorated by Elizabeth MacKinstry, the illustrations depicting the spiritual odyssey of Peer Gynt.

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Stories of the Buddha; being selections from the Jataka; introd. by Mrs. Rhys Davids. 271p. front. O (Treasure house of eastern story) [n. d.] N. Y., Stokes \$5

**Kaye-Smith, Sheila [Mrs. Theodore Penrose Fry]**

The George and the Crown. 361p. D (Dutton dollar b'ks.) [c. '24, '25] N. Y., Dutton \$1

**Keable, Robert**

The mother of all living; a novel of Africa. 359p. D (Dutton dollar b'ks.) [c. '22] N. Y., Dutton \$1

**Kinscella, Hazel Gertrude**

Kinscella music appreciation readers; b'k six. 447p. il. (pt. col.) D c. Lincoln, Neb., University Pub. Co. \$1.04

**Klaus, Samuel, ed.**

The Molineux case. 419p. il. maps O (Amer. trials) c. N. Y., Knopf \$5

The complete story of one of the most famous of modern poisoning cases.

**Hayward, Carle R.**

Outline of metallurgical practice. 621p. il. O '29 N. Y., Van Nostrand \$7.50

**Hicks, Kate E., and others**

Some teaching essentials. 130p. (bibls.) O [c. '29] Athens, Ga., McGregor Co. pap. apply

**Hitchcock, John Allen**

Cost and profit in the sugar orchard. 19p. il. O (Agricultural experiment sta., bull. no. 292) '29 Burlington, Vt., Free Press Pr. Co., 187 College St. apply

**Hool, George A., and Johnson, Nathan C., eds.**

Handbook of building construction; 2 v.; 2nd ed. 1611p. il. O '29 N. Y., McGraw-Hill flex. cl. \$10

**Judy, Helen Elizabeth**

Trends and needs in home management; an analytical study of home management in higher institutions in order to ascertain trends and to formulate policies. 136p. (bibl. footnotes) map O (Contributions to education, no. 365) c. N. Y., Teachers College, Columbia Univ. \$1.50

**Kneen, Orville H.**

Young pioneers on western trails; young explorers' own stories of adventure in the unknown west. 319p. (bibl.) front., map D c. N. Y., Stokes \$2

Tales of early exploration and frontier life in the West, told for boys as though by the pioneers themselves.

**Knibbs, Henry Herbert**

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**Knittel, John**

Nile gold; a legend of modern Egypt. 322p. D c. Garden City, N. Y., Doubleday, Doran \$2

The secrets of old Egypt cast their spell on Walter Beam, a young archaeologist, and he falls in love with Isis, an Egyptian princess.

**Körte, Alfred**

Hellenistic poetry; tr. by Jacob Hammer and Moses Hadas; preface by Edward Delavan Perry. 464p. (30p. bibl.) D c. N. Y., Columbia Univ. Press \$4

The history of Greek poetry from Menander to the Roman period, with many illustrations from the major poets in translation.

**Landis, Paul Nissley, ed.**

Four famous Greek plays. 303p. S [c. '29] N. Y., Modern Library flex. cl. 95 c.

Including "Agamemnon" by Aeschylus, "Oedipus the King" by Sophocles, "Medea" by Euripides and "The Frogs" by Aristophanes.

**Lang, Andrew, ed.**

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The brown fairy book; crown ed. 362p. il. (pt. col.) D '29, c. '04 N. Y., Longmans \$1.50

The crimson fairy book; crown ed. 382p. il. (pt. col.) D '29, c. '03 N. Y., Longmans \$1.50

The grey fairy book; crown ed. 397p. il. (pt. col.) O '29, c. '00 N. Y., Longmans \$1.50

The lilac fairy book; crown ed. 384p. il. (pt. col.) D '29, c. '10 N. Y., Longmans \$1.50

The olive fairy book; crown ed. 351p. il. (pt. col.) O '29, c. '07 N. Y., Longmans \$1.50

The orange fairy book; crown ed. 371p. il. (pt. col.) D '29, c. '06 N. Y., Longmans \$1.50

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The violet fairy book; crown ed. 400p. il. (pt. col.) O '29, c. '01 N. Y., Longmans \$1.50

**Lang, Mrs. Andrew [Leonora Blanche Lang]**

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French homonyms and synonyms; with paronymes, "multisenses," useful examination sentences, pronunciation exercises, and helpful notes. 123p. O '29 N. Y., Pitman \$1.50

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The romance of the rails; 2 v. 614p. il., maps. O c. N. Y., McBride buck. \$7.50, bxd.

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**Leeming, Joseph**

Things any boy can make; the boy's own book of home-made toys. 209p. diags. D [c. '29] N. Y., Century \$2

101 ingenious toys and articles that the young boy can make with the simplest of tools.

**Lesterman, John**

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A tale of mutiny, shipwreck and cannibals in the South Sea Islands for boys from 10 to 16.

**Levinrew, Will**

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An entire city is terrorized by a series of queer deaths among poor and rich alike, a mystery which is finally solved by a great scientist.

**Lewis, Sinclair [Tom Graham, pseud.]**

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**Lisle, Clifton**

The treasure of the château. 279p. il. D [c. '29] N. Y., Harcourt \$2

Two American boys on a walking trip thru the French battlefields find themselves plunged into a mystery in the hunt for the lost treasure of an old French family.

**Logan, Agnes**

The necessary man. 316p. D [c. '29] Ind., Bobbs-Merrill \$2.50

A novel of rural England, its principal character a man who was judged "indispensable" at home when others were going to war.

**Lorimer, Frank**

The growth of reason; a study of the rôle of verbal activity in the growth of the structure of the human mind. 243p. (14p. bibl.) O (Internat'l lib. of psych., phil. and scientific method) '29 N. Y., Harcourt \$3.75

**Loring, Andrew, pseud., [Lorin Andrews Lathrop] [Kenyon Gambier, pseud.], ed.**

The rhymers' lexicon; 2nd ed. rev.; introd. by George Saintsbury. 926p. D [n. d.] N. Y., Dutton \$3.50

**Mackaye, Percy**

Weathergoose—woo! il. by Arvia MacKaye. 202p. D c. N. Y., Longmans bds. \$2.50

Stories of the Southern Appalachians told in the Mountaineers' own dialect.

**Manuel, Herschel Thurman**

Master of my fate; a discussion of personality and behavior with emphasis upon self-direction. 341p. (bibls.) D [c. '29] N. Y., Century \$3

Psychology primarily for young men and women by a professor of educational psychology in the University of Texas.

**MacNair, Mary Wilson**

A list of American doctoral dissertations printed in 1927. 233p. O '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 30 c.

**Miller, Lee H.**

Steel construction; standard handbook of steel construction. 416p. (bibl.) il. diags. D [c. '29] N. Y., Amer. Inst. of Steel Construction lea. \$1.50



**Martyn, Wyndham**

The death fear. 326p. D c. N. Y., McBride  
\$2

What evil influence threatened John Addison, what was he concealing from his family?

**Matsushita, Masatoshi**

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Pran of Albania. 257p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2

The story of Pran, a young Albanian girl, her life in the mountains and the refugee barracks at Skodra, and her betrothal to Nush. For older boys and girls.

**Milne, Alan Alexander**

The Christopher Robin story book. 184p. il. D [c. '24-'29] N. Y., Dutton \$2

Verse and story selections from "When We Were Very Young," "Now We Are Six," "Winnie-the-Pooh," and "The House at Pooh Corner."

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Myself when young; a boy in Persia. 260p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2.50

The intimate day to day life in Persia is here described for older boys and girls through the author's own experiences as a boy.

**Molnar, Ferenc**

The swan; a romantic comedy in three acts; tr. by Melville Baker; acting ed. arranged by Norman Lee Swartout. 126p. S (Longman's play ser.) '29, c. '21-'29 N. Y., Longmans

pap. 75 c.; director's manuscript, \$5

**Moorhead, Elizabeth**

Clouded hills. 381p. D [c. '29] Ind., Bobbs-Merrill \$2.50

The story of the daughter of a Pittsburgh steel magnate who did not conform to the mold set by her father.

**Moulton, Charles Robert**

Meat through the microscope. 540p. (bibls.) il., diagrs. O (Inst. of Meat Packing studies) [c. '29] Chic., Univ. of Chic. Press \$5

Applications of chemistry and the biological sciences to some problems of the meat packing industry.

**Mouzon, Bp. Edwin Du Bose**

Preaching with authority. 258p. (bibl. footnotes) D c. Garden City, N. Y., Doubleday, Doran \$2

The Lyman Beecher lectures on preaching delivered at Yale in April, 1929.

**Nazhivin, Ivan**

Rasputin; 2 v.; tr. by C. J. Hogarth. 749p. D '29, c. '23, '29 N. Y., Knopf \$6, bxd.

The sinister and enigmatic Rasputin dominates this novel which gives a picture of the Russian people before, during, and after the Revolution.

**Neville, James M.**

Mud and glory; an inside story of football. 310p. D c. N. Y., Duffield \$2

A story of collegiate football, with Terry and Red vying for favor with gay, modern Margot.

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Thomas Hardy, novelist or poet? [lim. ed.]. 32p. il. Q c. [Phil., Author, 501 N. 19th St.] bds. \$10, bxd.

A memorial essay in honor of the great English author. The sales profit from this limited edition is to go to the committee in England in charge of the erection of a suitable monument to Hardy.

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True stories of animal pets for children.

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A mystery-travel story for girls based upon an actual trip of a fourteen-year old American girl to South Africa.

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An hour of the American novel. 155p. (bibl. footnotes) D (One hour ser.) c. Phil., Lipincott \$1

Packinghouse accounting; rev. and ed. by Howard C. Greer

417p. O (Inst. of Meat Packing studies) [c. '29] Chic., Univ. of Chic. Press \$4

Prepared by the Committee of Accounting of the Institute of American Meat Packers.

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No tomorrow. 290p. D [c. '29] N. Y., Century \$2

A novel about different types of love and their effect upon various members of a sophisticated young English set.

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The re-built man. 86p. front. (por.) D [c. '29] [Montgomery, Ala., Brown Pr. Co., 223 Dexter Ave.] pap. 75 c.

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The Greek sceptics. 360p. (3p. bibl.) D c. N. Y., Columbia Univ. Press \$4.50  
A history of the Greek sceptical philosophers and their influence on the world.

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The pageant of Balkan and Turkish history from the fall of Napoleon III to 1924, by one who has seen it all. The author has been president of the Constantinople Woman's College since 1890.

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The place of Cardinal Wolsey in history, and the significance of his career are treated in this book by the director of the London Institute of Historical Research.

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## Old and Rare Books

Frederick M. Hopkins

**I**N a recent London interview Mitchell Kennerley, who owns one of the largest collections of George Bernard Shaw material, tells a story that will interest Shaw collectors who have become numerous and enthusiastic in the last few years. It so happens that the first book to be published by Mr. Kennerley's sons, who have started in the publishing business in London, is "Adventures with Bernard Shaw," by Dan Rider. Rider tells of his purchase of the junk of Shaw's workshop in 1907. There was not a book to be seen anywhere, only old papers and circulars, the accumulation of ages. He gave one pound for the lot. Later, in sorting over the material, he found Shaw's diary, the greater portion of the manuscript of "Love Among the Artists," a great collection of clippings, and other autographical odds and ends. The manuscript Rider sold for £30, and today Mr. Kennerley estimates it would be worth £3,000. Mr. Kennerley recalls, too, how some years ago Arnold Bennett advised him to go and buy several hundred copies of the paper edition of "Cashel Byron's Profession." Kennerley bought them for three farthings each. Some he kept himself, some he gave to Bennett, some were scattered among various friends. There were so many of them that Kennerley threw many of them away at various times. Today a single copy of this early paper-bound edition has sold for £175. And all this happened a comparatively few years ago.

**T**HE publication of William H. Royce's "A Balzac Bibliography," has resulted in bringing out much information in regard to Balzac collections. Incomparably the finest Balzac collection in the world is that of Vicomte de Spoelberch de Lovenjoul, which was gathered at Brussels. After his death in 1907 his splendid library was

willed to the Institute de France and transferred to Chantilly. It is most exhaustive, so far as Balzac is concerned, containing hundreds of manuscripts connected with the life of the great French author, manuscripts of more than a score of his novels, about the same number of stories in proof-sheets, rare editions, photographs, correspondence, and other material. In Paris there is another great collection, rich in newspaper clippings, first and early editions, and a great deal of unique miscellaneous material. In the Spring of 1923 the University of Chicago gained possession of the Croue collection, consisting of early editions to the extent of 117 volumes and 57 titles in first editions. Since then there has been added six more first editions and the manuscript proof sheets of two chapters from "Le Secret des Ruggieri." Recognizing the limitations of equipment in the biographical field as compared with Chantilly and Paris, it was decided that the best field of study to develop at Chicago would be the variations between the first and definitive texts of Balzac's novels with the evolution and growth of the "Comédie Humaine" in view, together with the stylistic and realistic qualities shown at each revision. Mr. Royce's bibliography gave definite shape to the general plans. The scheme is now to publish one volume a year, as follows: Vol. I., Mr. Royce's "Bibliography," Vol. II will give a topical index of titles, Vol. III will consist of monographs by Dr. Dargan and his collaborators on the "Realism" of Balzac's method in certain stories, Vol. IV will contain studies on "Variations" in the development of others, and Vol. V will summarize the evolution of the "Comédie Humaine." This great contribution will be invaluable to future students of the writings of this great French novelist of the 19th century.



**I**JOLA A. WILLIAMS, the English bibliographer, writing in the *London Times*, has a suggestion about authors' manuscripts that has probably been already considered by more than one author. He says: "Another thing on which I cannot help speculating is that the author's manuscripts are now firmly established as the crowning glory of a fine collection of books. . . . Who is better entitled to benefit by the vogue of his own works than the author. And are we not likely soon to see famous writers sending their own manuscripts to the salesroom and endowing themselves with very agreeable old-age pensions on the proceeds? Consider the case of a voluminous, famous and eagerly collected author, such as Mr. Kipling. A manuscript poem of his, eighty-four lines long, sold at Sotheby's recently for £550. . . . And guessing at, rather than calculating the matter, it is hard to resist the conclusion that an author of Mr. Kipling's eminence could, at the end of a similarly industrious career, without much difficulty endow himself with £100,000 or so by the judicious and not too hurried sale of his manuscripts."

**O**NE of the most famous of all Indian captivities is the "Life of Mary Jamison," by James E. Seaver, printed in Canandaigua, N. Y., in 1824, and since reprinted in more than a score of editions, many of which are now rare. The story of this remarkable woman, taken a captive at the age of twelve, in 1755, furnishes one of the strangest of frontier episodes, a harrowing tale of cruelty and suffering. A new limited edition of 950 copies, 16mo in size, 192 pages, with portrait frontispiece, has been printed by the Pynson Printers for Random House and will be published this month. The first edition, now extremely rare, and rarer still in fair condition, is a much sought after item of Americana. This new edition is, perhaps, the best piece of bookmaking of all the editions printed in the last century.

**T**HE dedication a few days ago by the Massachusetts Historical Society of the birthplace of William Cullen Bryant at Cummingtown, Mass., draws attention to the fact that at Roslyn, on the north shore of Long Island, is Cedarmere, where the poet lived and wrote for the greater part

of his life, and that in the country cemetery at North Roslyn he has his final resting place. Cedarmere, now preserved as a shrine of American poetry, is practically unchanged since the poet occupied it. The library is just as he left it. In many of his writings the spirit of Roslyn homestead and its surroundings breaks through Bryant's words.

**A** COMPLEMENTARY volume of Marrot's "Bibliography of John Galsworthy" is promised for this fall. The work is being prepared by Louis Henry Cohn and will bear the title, "Galsworthyana," and will contain additional and corrective data, with notes, and will be printed in an edition of 500 copies for England and America. The growing interest on both sides of the Atlantic in the first editions of Galsworthy will make this new volume very acceptable. One of the striking characteristics of our time is the keen interest in books about books, bibliographies of every description, and all kinds of information about editions, degrees of rarity, and the merit of authors from the collector's standpoint.

**T**HE PUBLISHERS' CIRCULAR, of London, vouches for this story of a Galsworthy first edition. A dirty, stamped, ex-library copy of "A Man of Property" was bought off a street stall for 6d. and sold to a dealer for £1. He cataloged it as a "filthy" copy at £25, and was surprised to be inundated with orders. The private collector who secured it at that figure resold it for £60 to a dealer, who spent £5 on it with a cleaner and restorer and then disposed of it at a handsome profit.

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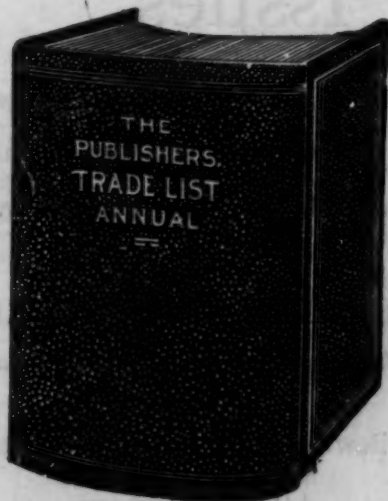
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✿ ✿ ✿ Next week's issue will be the Fall Announcement Number. We are very proud of it. In the first place, it is the largest fall list we have ever published. The Children's books which were specially indexed in the August 31 issue, are again indexed in the Fall Announcement Number so that booksellers will have all the new fall publications in one alphabetical list. It seems to us that publishers have never taken more pains with their advertisements than they have for this issue. Because the Weekly Record Pages and the Small Ads must be held over until the same minute every week, these large numbers are always a day or two late. We ask our subscribers to be patient. We're proceeding full steam ahead. ✿ ✿ ✿

✿ ✿ ✿ In the text pages of that issue an article by Isaac Goldberg, author of "The Man Mencken," "The Story of Gilbert and Sullivan," etc., will be published. It is

called "Facing Both Ways." ✿ ✿ ✿

✿ ✿ ✿ The issue will also contain the article by Richard F. Fuller and Dorothea Lawrance Mann, "The Problem of the First Novel." ✿ ✿ ✿

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